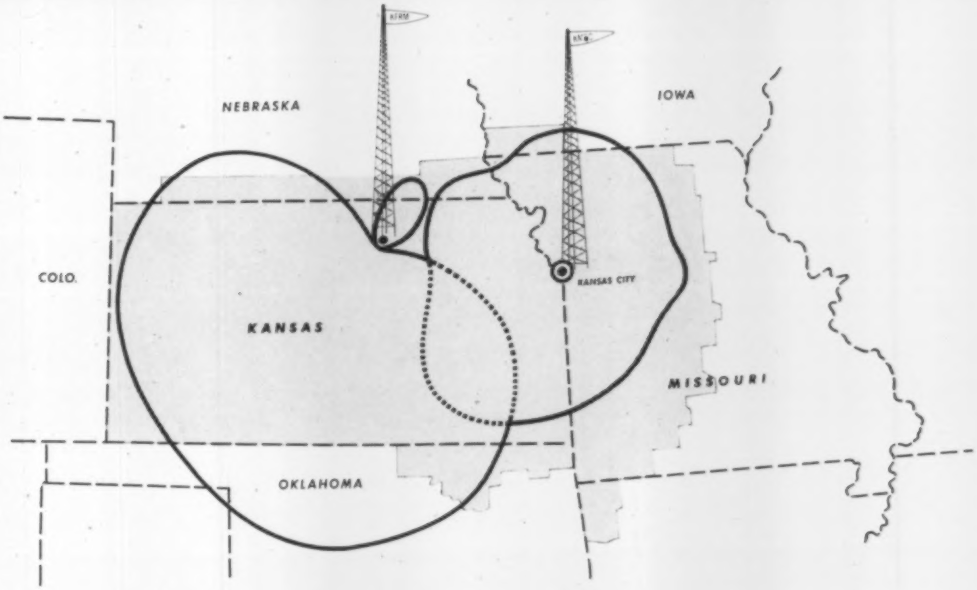
NOVEMBER 17, 1947

PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING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KMBC
NEBRASKA
IOWA
COLO.
KANSAS
KANSAS CITY
MISSOURI
OKLAHOMA

AT LAST

One Kansas City Broadcaster Covers The Entire Kansas City Trade Area

FOR THE WHOLE STORY TURN TO PAGES 36 & 37

KMBC
of Kansas City

FREE & PETERS, INC.

KFRM
for Kansas Farm Coverage

Meet "MR. SPORTS" *himself*

STAR ATHLETE AL COUPPEE

NEW KRNT SPORTS DIRECTOR

Add him to the growing parade of highly Hoopered KRNT personalities.

MIDWEST'S FIRST RADIO SPORTS AUTHORITY AND . . . KRNT HAS HIM!

His rich all-around athletic experience and background gave "Iron Man" Al Couppee an immediate, tremendous radio audience. Al quarterbacked Iowa U's famous Iron Men team of 1939 . . . starred on three top Navy Training School grid teams . . . was recent Washington Redskin stalwart . . . a 1942 Golden Gloves champion.

Al Couppee knows the game—ALL games. Mention any sport and he's starred in it—amateur, pro and semi-pro . . . football, basketball, baseball, boxing, swimming, track, hockey. AND—On the air as in athletics Al Couppee is convincing!

MEN WHO KNOW SAY:

". . . Al Couppee, one of America's great football players, certainly should be one of America's best sports announcers."

HARRY WISMER, ABC Network

"KRNT and Al Couppee are very fortunate. I've always considered Al a young man of exceptional ability. Am confident he will do a swell job."

EDDIE ANDERSON, Head Football Coach, U. of Iowa

"Al Couppee is so well informed about the fine points and techniques of all games that he'll give his audience accurate, interesting accounts. Will be a pleasure to work with him and say 'he represents the Register & Tribune station'."

SEC TAYLOR, Sports Editor, Des Moines Reg. & Trib.

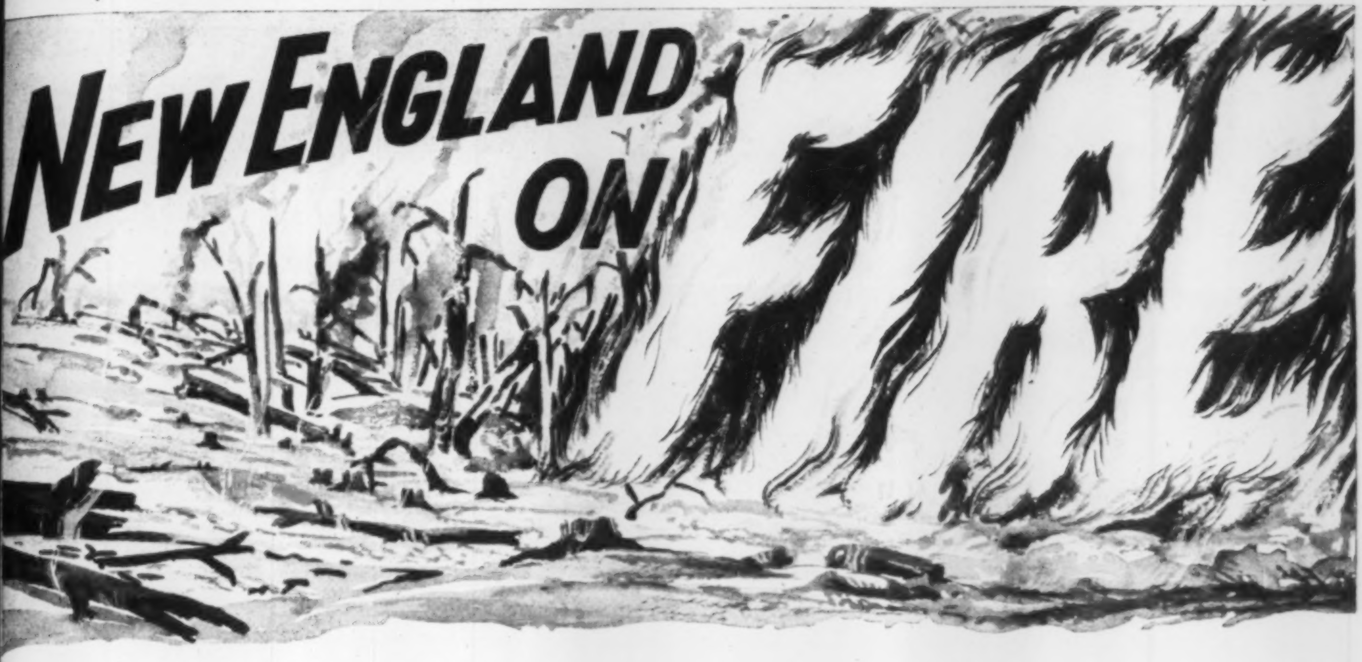
KRNT

DES MOINES

THE REGISTER AND TRIBUNE STATION

Sorry—Mr. Timebuyer—No Play-by-Plays Available . . . They're Under the Year-Around Sponsorship of The New Utica Clothing Company.
But, ASK YOUR KATZ MAN about ANOTHER REAL BUY—Al Couppee's 10:15-10:30 P.M. Nightly Sportscast.

KRNT is available with WNAX and WMT as the Mid-states Group. Represented by The Katz Agency.



In fulfillment of its duty to its New England home-town listeners, Yankee gives home-town coverage, day and night, to its own people in their hours of disaster.

We cannot detail the "Firsts" and the ingenuity of our staffs in Boston and in our home-town stations, but our own people—our own listeners—know that our truly neighborly, helpful broadcasts were dedicated to their service. Like the home-town doctor, we served sincerely and conscientiously.

We served as sympathetic neighbors, not as observers from afar or strangers come to catalog the sufferings in terms of Beats, Scoops and Boasts.

We now dedicate our services to supplement the courage and resourcefulness of those areas hit hardest by the fires.

Acceptance is **THE YANKEE NETWORK'S** *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

lished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

UPCOMING MONEY GIVEAWAY case before FCC may make WARL Arlington, Va., show-cause case look like child's play. Station in Southwest, to which mail privileges have been denied on particular giveaway because Post Office Dept. regards it as out-and-out lottery, may find itself facing FCC revocation proceedings, not milder show-cause hearing.

ANENT GIVEAWAYS, FCC apparently regards them as next big issue. More and more complaints being received, notably against newly licensed stations which are using them to attract audience. Inquiry may result in rule-making hearing, in which FCC might essay to define type of prize contests that are viewed as lotteries and therefore illegal.

HOTTEST TALK in television these days, aside from NBC's forthcoming release of first network rate structure, are conversations among newspaper-owned TV operations, existing and upcoming, for network of their own. Spearheading these explorations are *New York News* and *Chicago Tribune*, related McCormick-Patterson enterprises. Among other newspaper-owned TV operations to whom matter has been broached (but with no determination) are *Detroit News* (WWJ-TV), Scripps-How-

(Continued on page 110)

Upcoming

Nov. 17: Hearing on TV Channel No. 1, FCC Hdqrs., Washington.

Nov. 18: AAAA Eastern Annual Conference, Waldorf-Astoria Hotel, New York.

Nov. 21: AAAA Central Council annual meeting, Hotel Drake, Chicago.

(Other Upcomings on page 100)

Bulletins

MEETING of Industry Music Committee, clearing house for broadcasting and related industries in fight against encroachments by AFM, scheduled Nov. 21-22, at BMB headquarters, New York. Planning Subcommittee to report recommendations on overall operations. Subcommittees likely to be formed to handle various inter-industry problems.

PHILCO Corp. informed Federal Trade Commission Friday it would put immediate end to "Sell 'N Win" campaign, which FTC claimed was designed to induce sales personnel of independent dealers to push Philco line to exclusion of others. As result, FTC closed two-week-old case without prejudice.

Business Briefly

LISTERINE SIGNS ● Lambert Pharmacal Co., St. Louis (Listerine) Friday signed contract for sponsorship of CBS package show *Abe Burrows.* Quarter-hour program scheduled to start first week in January. Tentative spot may be Saturdays, 7:45-8 p.m., but agency, Lambert & Feasley, New York, and CBS network still conferring on exact time.

CO-OP ADDS 10 ● Ten co-op sponsors added to *Meet Me at Parky's*, MBS, Sun., 9-9:30 p.m., with sponsor list now "about 100," according to network.

1948 EXPANSION ● American Petroleum Institute reappoints Sullivan, Stauffer, Colwell & Bayles, New York, to handle expanded 1948 advertising campaign.

JWT NAMES KUHL

CAL KUHL, producer of Campbell Soup's *Club 15* for Ward Wheelock Co., rejoining J. Walter Thompson Co., Hollywood, as vice president. Will promote *Kraft Music Hall*, relieving Ezrah McIntosh who returns to New York for executive assignment in radio department.

JOHN E. O'BRIEN, formerly with Ted Bates Inc., has joined Ruthrauff & Ryan, New York, as account executive.

NAB Board Heeds Demand to Soften Code

DRASTIC action to adjust NAB Standards of Practice to practical operating problems of most stations appeared imminent as NAB Board of Directors argued until midnight at Friday meeting in Washington (see earlier board story page 15).

Final decision was expected Saturday as board members, confronted by overwhelming industry demand for easing of code provisions, were unable to reach agreement after morning, afternoon and late night debate.

Board was not through with commercial section Friday night but had tentatively approved many specific changes.

So heated was directors' debate that postponement of effective date from Feb. 1, 1948 until at least June 1 was considered certain. Best guess was that board would turn standards back to drafting committee for rewriting.

Board debate indicated it did not care to promulgate standards without giving industry chance to vote, feeling code that would be ignored would be worse than no code at all. Either industry referendum or vote at May 17 convention in Los Angeles was anticipated.

Tipoff on extent directors had backed down from tough Atlantic City code was found in fact that even some staunch advocates of that version were clipping its wings at every opportunity. Actual fears that many stations would go broke if standards were too vicious were apparent among directors.

Basic objections centered around time limitations in proposed code adopted by board at Atlantic City convention in September. Practically all board members reported demand in their districts for relaxing of time provisions.

Informal opinion among many board members was that setting of Feb. 1 as date for actual operation of standards was premature. Though many months of careful preparation had gone into document submitted at Atlantic City, it was conceded many provisions were not realistic and that industry would not go along with that version.

Several plans were submitted to abandon standards in favor of creed stating in general terms responsibilities of station operators. These creeds were seriously discussed. Main argument in their behalf was that proposed standards deprived station owners of right to decide how best to serve public interest as they interpret laws and FCC rules.

Tentative agreement indicated on proposal to cut out overall three-minute commercial limit in 15-minute programs, heart of document. In its place board preferred three minutes plus station break announcement, with no limit on length of such announcement.

Changes in day-night single-program commercial limits favored by members.

Test motion to postpone effective code date indefinitely was rejected. Idea of deferring code to summer to permit redrafting and convention discussion was then advanced.

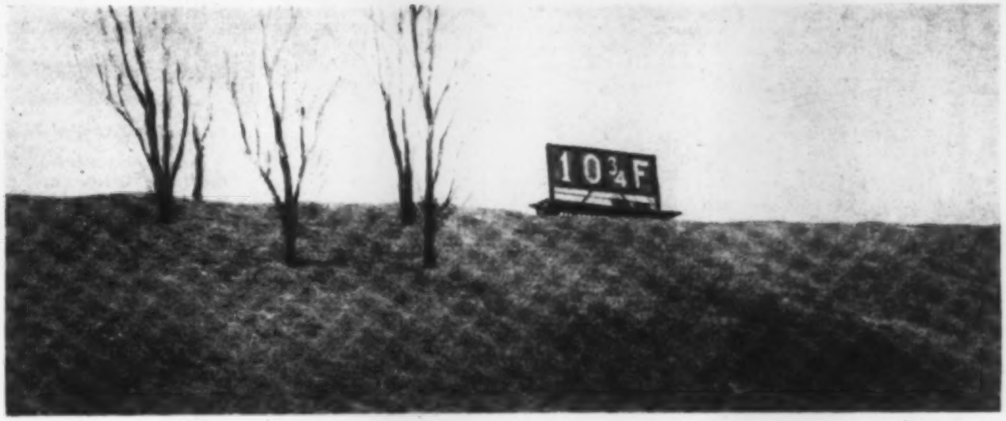
Sitting with board in code discussions were Harold Fair, NAB program department director; Ben Miller, assistant director; Merle Jones, WCCO Minneapolis, chairman of program executive committee in charge of standards; Robert D. Swezey, MBS vice president and general manager, chairman of committee which drafted original standards; Ted Cott, WNEW New York, chairman of special independents' committee which drew up own code.

Morning debate was devoted to report of station reaction compiled by special board review committee (see separate story, page 110).

In afternoon individual board members each spoke from five to ten minutes on reaction in their districts. Without exception, they reported many of their stations demanding softening of commercial provisions, or other portions, though general sentiment in favor of some sort of code was indicated.

This discussion convinced many directors that original Feb. 1 date was completely out of question.

Though directors' comments and exchanges occasionally wandered off original agenda limits, President Justin Miller gave every member and advisor full chance to submit views despite fact that length of code debate threw action on budget, membership dues, BMB and other subjects into Saturday.



The way rivermen gauge depth of Memphis harbor is to watch the U. S. gauge on the bluffs . . . Sales gauging is not so simple.

Time To Gauge Sales

Wouldn't it be a good idea to realign sales sights now . . . take a gauge of present and future prospects for immediate sales? We suggest Memphis as an ideal market in which to change your thinking . . . for WHHM has changed the radio . . . and marketing picture . . . of the Mid-South's largest city.

WHHM Offers

More listeners per dollar in Memphis

An audience that can't seem to stop listening

An advertising advantage that builds repeat sales

So whether you gauge sales by the cash register or by how many nice people you meet daily, use WHHM.

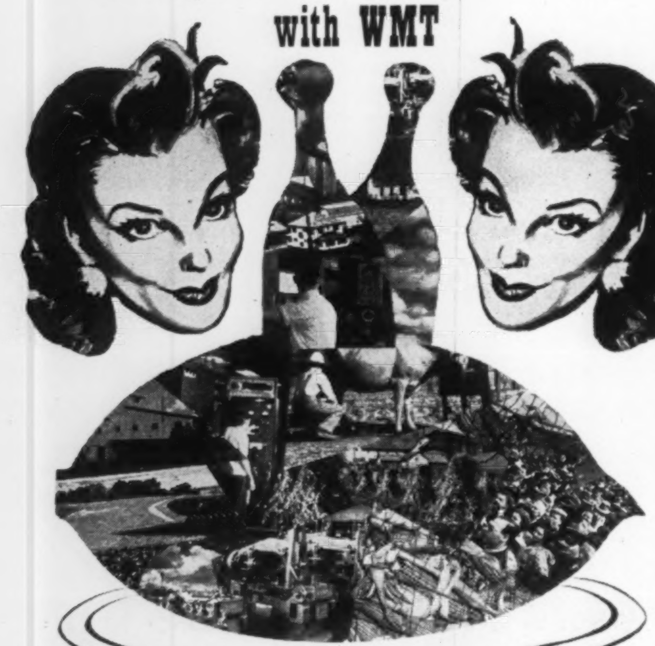
Represented by
FORJOE & CO.

WHHM

MEMPHIS,
TENNESSEE

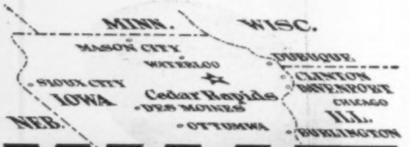
THE MID-SOUTH'S 24 HOUR STATION

Reap A Rich Harvest
365 Days A Year In Eastern Iowa
with WMT



Day in and day out there's a holiday buying spirit in Eastern Iowa. You'll reap a rich harvest of sales and profits by telling your story to the prosperous WMT twins. Here in the *twin markets* —with the nation's highest income almost evenly divided between *city and farm*—you'll find listeners with dollars to spend . . . listeners who have been loyal to WMT for 25 years!

Ask the Katz Man.



WMT
CEDAR RAPIDS

The Station Built By Loyal Listenership . . . Now in its 25th Year!

BASIC COLUMBIA NETWORK

5000 WATTS 600 K. C. DAY AND NIGHT

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg.
Washington 4, D. C. Telephone: ME 1022

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At Washington Headquarters

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Editor and Publisher

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James Montagnes, *Manager.*

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office

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IT ALL STARTS HERE

where the fishing's fine!

There's good fishing aplenty in the thousands of water courses throughout the Nashville market territory . . . Fishing may be all these fresh water streams mean to the "compleat angler". But for a complete picture of the market, just move downstream—past the great stock farms and numerous factories. Don't forget the barge trains or the TVA dams that give cheap, abundant power . . . This diverse, water-dependent activity keeps employment high and buying income well over $800,000,000 yearly . . . And they make the Nashville market a rich sales area for you. Cover it effectively—and at reasonable listener cost—over WSIX.

AMERICAN • MUTUAL

5,000 watts 980 kc

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

Represented Nationally by The Katz Agency, Inc.

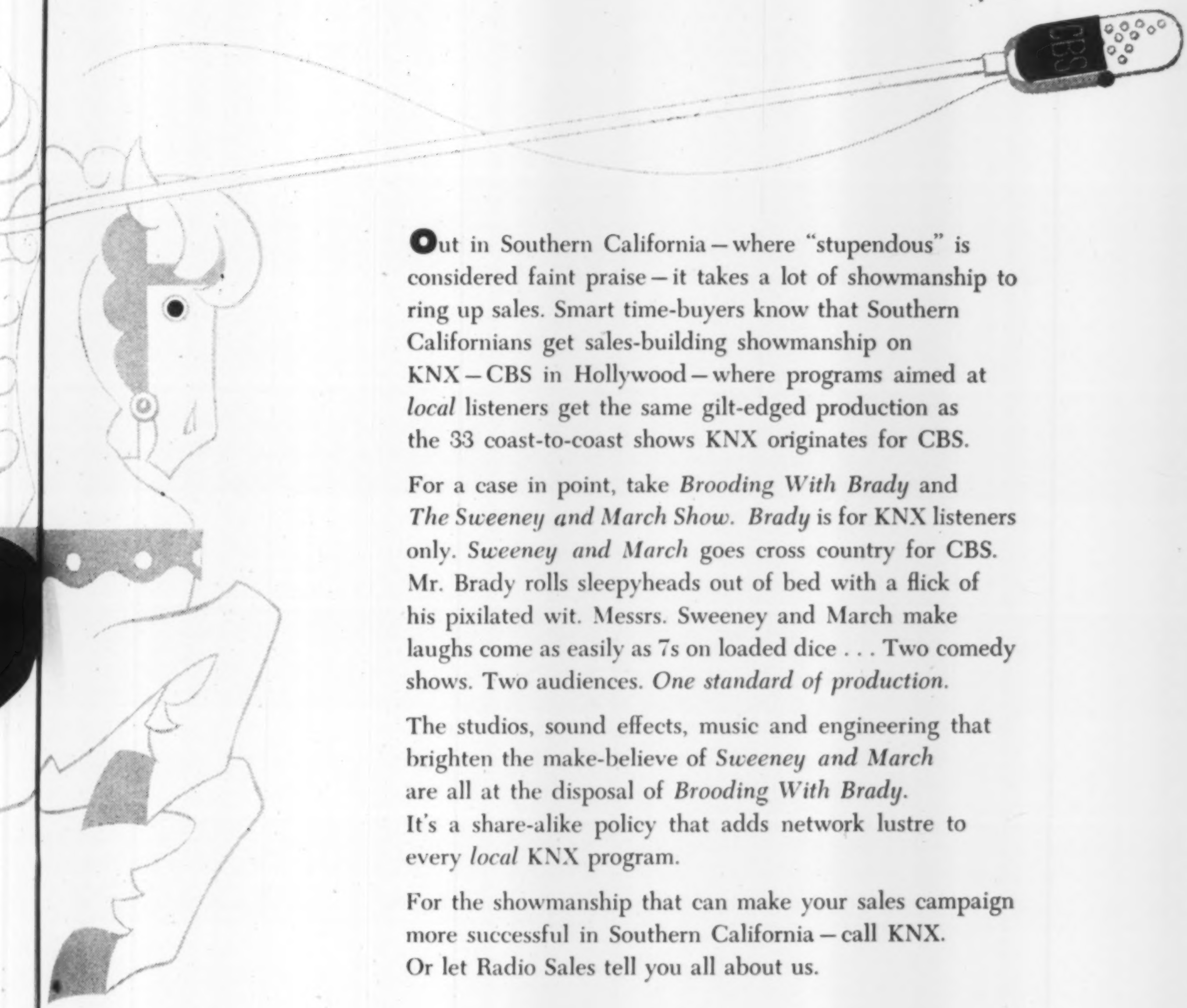
WSIX gives you all three: Market, Coverage, Economy

The Sweeney and March Showp

COLUMBIA OWNED CBS Represented by Radio Sales, the SPOT Broadcasting Division of CB

originates at KNX

... so does *Brooding With Brady*



Out in Southern California – where "stupendous" is considered faint praise – it takes a lot of showmanship to ring up sales. Smart time-buyers know that Southern Californians get sales-building showmanship on KNX – CBS in Hollywood – where programs aimed at *local* listeners get the same gilt-edged production as the 33 coast-to-coast shows KNX originates for CBS.

For a case in point, take *Brooding With Brady* and *The Sweeney and March Show.* *Brady* is for KNX listeners only. *Sweeney and March* goes cross country for CBS. Mr. Brady rolls sleepyheads out of bed with a flick of his pixilated wit. Messrs. Sweeney and March make laughs come as easily as 7s on loaded dice . . . Two comedy shows. Two audiences. *One standard of production.*

The studios, sound effects, music and engineering that brighten the make-believe of *Sweeney and March* are all at the disposal of *Brooding With Brady.* It's a share-alike policy that adds network lustre to every *local* KNX program.

For the showmanship that can make your sales campaign more successful in Southern California – call KNX. Or let Radio Sales tell you all about us.

KNX *Los Angeles · 50,000 Watts*

n of CB York, Chicago, Los Angeles, Detroit, Atlanta, San Francisco

IT PAYS
TO COVER
THIS RICH
MARKET

EASTON,
PA.

WEST

(Established 1936)

A
STEINMAN
STATION

NBC AFFILIATE

Sales Representative
RADIO
ADVERTISING
COMPANY

New York • Los Angeles
Chicago • San Francisco

Feature of the Week

EVERY YEAR the entire staff of WSGN Birmingham has a party. That is, the entire staff attends except two engineers and one announcer who are needed to keep the station on the air.

This year when party time came around Managing Director Henry P. Johnston talked things over with his engineers, who are members of IBEW and with his announcers. He pointed out that the time for the annual party was approaching and it would be necessary, as always for three people to miss the party.

The staffers decided something could be done about that.

Members of the IBEW appealed to other members of the Birmingham union. The announcers talked to their friends in the same trade at other stations. Result: Maury Farrell, of WAPI took over the announcing stint. John Cram of WTNB and Vearl Cicero, of WKAX worked for the engineers.

WSGN was on the air as usual but every member of the staff attended the party, held at the Birmingham Country Club on Nov. 7. They were guests of Managing Director Johnston and his wife but at least three were there by courtesy of the friendly cooperation which exists among Birmingham radio stations.

Rewarding

NEW IDEA for the promotion of sales for FM has been introduced by WFSS-FM, a Coram, L. I., N. Y. station not yet on the air. The station is offering free time, when it starts, to Suffolk County dealers selling the greatest number of FM receivers or FM tuners. First prize in the contest is 65 quarter-hour programs, second prize is 39 quarter-hour programs, third to seventeenth prizes are 13 quarter-hour programs. All are over a 13-week period. And all entries not among the winners will receive five courtesy spot announcements.

Sellers of Sales

HIS dominant interest is in the air. Professionally, it's radio and television. Avocationally, it's aviation. That's a quick summary of James Campbell McCormick, radio and television director of The Mayers Co., Los Angeles.

Radio first attracted Jim's attention as a graduate student at the U. of Southern California and led to a paper entitled, "Economic Aspects of Advertising by Radio." Upon graduation in 1931, he joined the Walter Biddick Co., Los Angeles—a firm which divided its interest between servicing accounts and representing stations in procurement of national business.

For the next eight years Jim obtained a diversified background which ranged from writing copy, hiring talent and producing to servicing clients as an account executive. Then in 1938 when the Biddick Co. took over representation of Free & Peters on West Coast, he also devoted his time to national business for client stations.

Early in 1940 he joined Associated Adv., Los Angeles, as an account executive. Uncle Sam called on March 22, 1941, and for next five years he divided his time between this country, Alaska and Europe. Starting out as a field artillery yardbird, he emerged as a first lieutenant and liaison pilot.

In May 1946 he joined his present firm, The Mayers Co. His duties as radio and television director include time-buying and production as well. As such he oversees radio and television activity of 11 Sears & Roebuck Co. Los Angeles area stores in addition to radio of such accounts as Dad's Root Beer, LB Hair Oil, Catalina Knitting Mills, Penn-Zoil Co., Brownstein-Louis Co. (Herndon Shirts), Gordon's Bread Co.

JIM

A native of Akron, Ohio, Jim was born April 16, 1909. His family moved west in 1920 where he has lived ever since. He was graduated from Los Angeles High in 1926. He received a BS in Business Administration in '30 and MA in '31 from U.S.C.

A bachelor, Jim devotes his leisure hours to flying light planes. Badminton, squash and fishing take up remainder of his hobby slack. Greatest ambition: Place first contract for coast-to-coast TV sponsor.

Dominant
SELLING
POWER

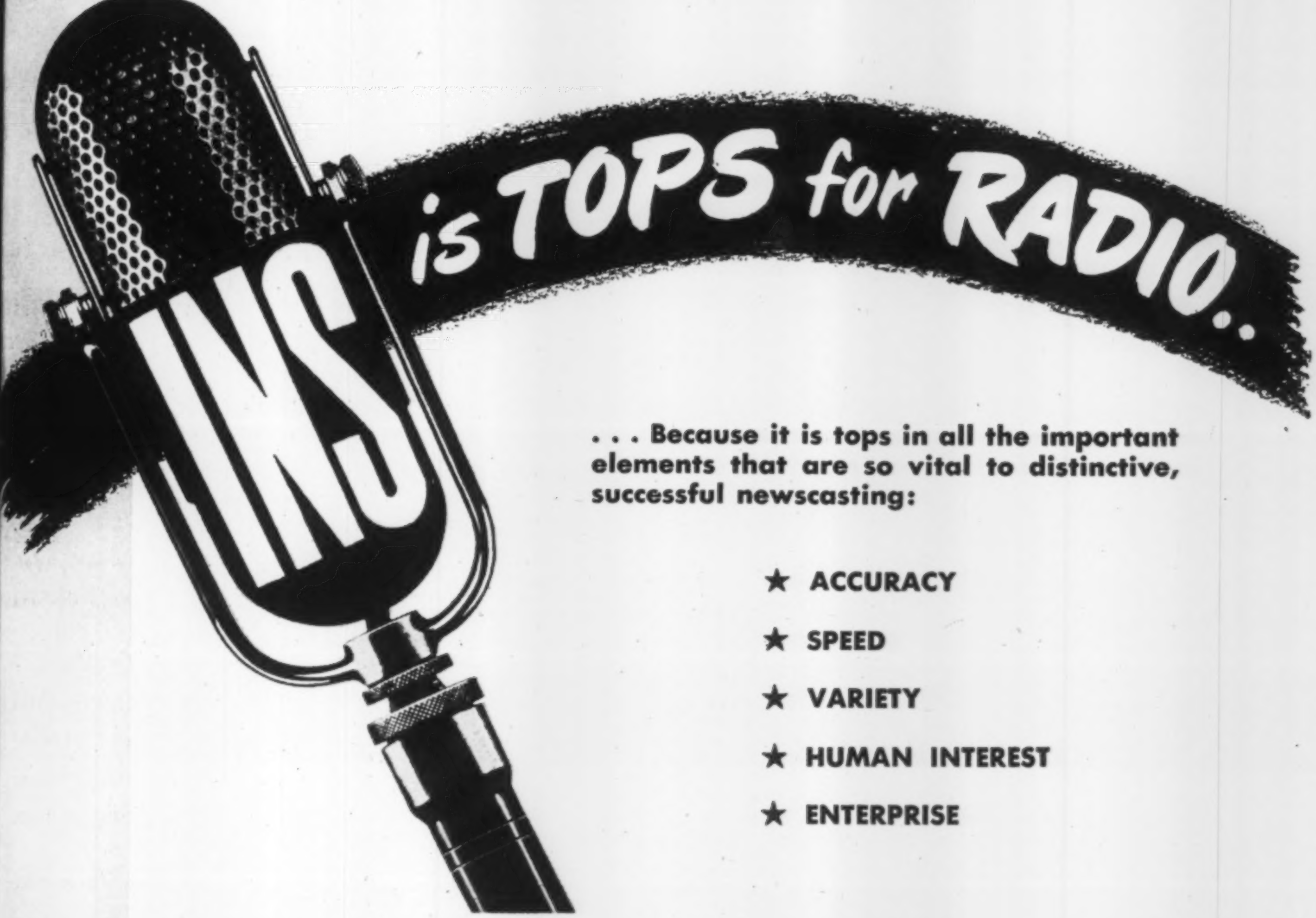
in the Nation's
12th Market

CBS Network
5000 Watts
Day and Night

G. W. Grignon, Gen. Mgr.

WISN
MILWAUKEE

The Katz Agency, Inc.
Natl. Representatives



. . . Because it is tops in all the important elements that are so vital to distinctive, successful newscasting:

- ★ **ACCURACY**
- ★ **SPEED**
- ★ **VARIETY**
- ★ **HUMAN INTEREST**
- ★ **ENTERPRISE**

From every standpoint INS is the most effective news source available to radio today. Swift, accurate, *complete* world-wide coverage is INS' stock in trade—with emphasis at all times on *reliability* through rigid adherence to the famous INS slogan: "Get it First, But—FIRST Get it RIGHT."

And INS dispatches are all carefully written with an eye to simplicity, clarity, and conciseness—in a style that lends itself easily to newscasting.

The widest variety of news and news-features, an abundance of illuminating background material, and an intelligent balance between news of regional, national, and global significance are additional outstanding features of the INS news report that help create fresher, more interesting newscasts day in and day out.

That's why INS is a wise investment that pays dividends in peak listener interest.

"THE BEST NEWS SERVICE BUY FOR RADIO TODAY"

INTERNATIONAL NEWS SERVICE

235 EAST 45th STREET, NEW YORK 17, N. Y.

DON'T HIDE YOUR ATTRACTIONS FROM THE OUTSIDE* AUDIENC

on the Pacific Coast!

The outside Pacific Coast market is that vast area outside the metropolitan county areas in which the regularly Hooper-surveyed cities (Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane) are located. In 1946, retail sales totaled almost four billion dollars in this outside Pacific Coast market. A C. E. Hooper survey of 276,019 coincidental telephone calls proves that only Don Lee covers both inside and outside markets.

There's no controversy about radio coverage of the *inside* Pacific Coast audience (metropolitan areas of Hooper cities, which are covered by all 4 networks). But the long and the short of the *outside* story is this: only Don Lee has adequate facilities to reach the big outside market, where 4,594,000 of the Coast's 12,633,200 people spent $3,736,889,000 in retail sales during 1946.

ONLY DON LEE offers 43 stations (more than twice as many as Network "A"; over three times as many as Network "B" or "C") to do the job of INSIDE and OUTSIDE coverage.

DON LEE IS A BETTER BUY than any other Pacific Coast network because it delivers MORE LISTENERS AT A LOWER COST PER THOUSAND radio families. (More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a DON LEE station.)

If you've a product to sell, don't skirt around a big potential market. Put your show on Don Lee, the only network with enough facilities to reach *both* the INSIDE AND OUTSIDE MARKETS on the Pacific Coast!

The Nation's Greatest Regional Networ

Mutual
DON LEE
BROADCASTING SYSTEM

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

how would you like a BIRTHDAY PARTY *in* HONOLULU ?

Maybe it will surprise some of you agency men to discover that, in many of your clients' sales quotas, Honolulu rates as high as most "mainland" cities of equal or even larger population. And that Honolulu therefore deserves at least the same radio cultivation.

Look it up and see! If you're right, you'll then be interested to know that KGMB, Honolulu, has a lot of smart shows like *Happy Birthday*—a daily request program featuring "Fritzie" and her piano, which gets a 3.2 Hooper, and bags full of mail.

Here at F&P we have a lot of ideas and suggestions for any advertiser who prefers Bull's-Eye Radio to scatter-gun radio. Name the markets you want, and we'll get you the *results* you want. How about *now?*

EXCLUSIVE REPRESENTATIVES:	
ALBUQUERQUE	KOB
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FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HONOLULU-HILO	KGMB-KHBC
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MILWAUKEE	WMAW
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
NORFOLK	WGH
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
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FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since May, 1932

NEW YORK:	CHICAGO:	DETROIT:	FORT WORTH:	ATLANTA:	HOLLYWOOD:	SAN FRANCISCO:
444 Madison Ave.	*180 N. Michigan Ave.*	*Penobscot Bldg.*	*406 W. Seventh St.*	*Palmer Bldg.*	*6331 Hollywood Blvd.*	*58 Sutter Street*

BROADCASTING
TELECASTING

VOL. 33, No. 20 WASHINGTON, D. C., NOVEMBER 17, 1947 $7.00 A YEAR—20c A COPY

Los Angeles Gets '48 NAB Convention

To Be Held in May; Coast City Chosen Over Chicago

By J. FRANK BEATTY

THE 1948 NAB convention will be held in mid-May at Los Angeles, first West Coast industry meeting since 1940 when San Francisco was the site. Probable date is May 17-20.

Selection of the convention city was made by the NAB board as one of the first acts of its three-day meeting, which started Thursday. The decision followed a quick meeting early in the morning by the Convention Sites & Planning Committee.

Responsibility for selection and planning of conventions was placed in this committee by the board at its Sept. 20 meeting in Atlantic City. Chairman Howard Lane, WJJD Chicago, a board member, returned recently from an inspection of San Francisco and Los Angeles as possible sites. He was accompanied by C. E. Arney Jr., NAB Secretary-Treasurer.

The Los Angeles convention will be the first of the new series of spring conventions. The board had adopted a policy of spring conventions at its meeting in Washington last May, with district and area meetings to be held in the autumn.

The Thursday board session covered only convention and budgetary matters, aside from routine.

Several Budgets Ready

Several budgets had been prepared for board consideration, ranging from less than the 1946 approximate $700,000 to nearly $850,000. It was obvious that the board did not care to jump the budget as much as $150,000, but that many basic association functions were costing more money. In addition, the board desired to provide funds for several expanded operations.

The Thursday discussion suggested that some NAB activities might be deleted, especially in the field, with a saving that might exceed $50,000. However, the board was still in the midst of budget discussion when it adjourned late Thursday and had not made a final decision on a new dues schedule.

Several new dues schedules were considered, in line with the amended By-laws adopted by the membership last summer, but action had not been taken when the board recessed Thursday night.

In considering the convention, the board had before it the planning committee's report in which selection of a site was left up to the board itself. The committee though, is vested with the job of making definite arrangements for the convention.

Code Discussion and Other Late Developments at NAB Board Meeting . . . Page 4 . . .

Trend toward a management type of industry convention was indicated in the board's deliberations. As the industry's meetings have grown in size, feeling has developed that scope of the convention should be narrowed to national policy matters.

Because of its geographic remoteness from the Midwest and East, the Los Angeles meeting is not expected to draw the normal number of broadcasters below the top management level. Therefore, the convention planning committee may decide to curtail the workshop and technical phases at industrywide gatherings and enlarge the scope of district and area meetings to cover program, technical, advertising and small station topics in much greater detail.

Final Authority

Final decisions, it was indicated, will be up to the planning committee.

With national conventions concentrating on industrywide policy matters, such critical subjects as Standards of Practice, music, ASCAP and BMB could receive more thorough discussion. This might eliminate, for example, complaints that the code did not receive adequate consideration at Atlantic City.

For the last fortnight Los Angeles and Chicago have vied for the convention. New York and Cleveland had been considered for a while, but Cleveland was dropped when it was found the auditorium in that city had been booked through desirable weeks in early spring of 1948. Cleveland still is in the running for the 1949 meeting, however, as are New York and Chicago. Had Chicago been selected for 1948, the proceedings would have been held in the Stevens Hotel, a Hilton hotel, instead of the Hilton's Palmer House, site of the 1946 convention.

Though Los Angeles lacks the central accessibility of some cities, sentiment has been strong for a West Coast meeting. A committee of Southern California broadcasters has been handling the area's bid for the convention. Its membership included William J. Beaton,

(Continued on page 108)

White to Push His Revised Radio Bill

Discusses With President About Coy, Roberson, Clark for FCC

FRESH from a trip to the White House, Senator Wallace H. White Jr., of Maine, majority leader, said last Thursday he hoped to have a revised version of his radio bill (S. 1333) approved by the Senate Interstate Committee at the special session which convenes today, with action at the regular session which begins Jan. 6.

Senator White did not indicate whether President Truman favored new radio legislation, but asserted that a number of "radio problems" had been discussed. He said he had talked with the President about the vacancy on the FCC created by the recent resignation of Chairman Charles R. Denny, but that he made no specific recommendation. The President, Mr. White declared, expressed no preference as to names mentioned as possible appointments.

In the forefront of discussion for the chairmanship has been Wayne Coy, radio director of the *Washington Post* stations, WINX and WINX-FM, and former assistant to the late President Roosevelt. It is generally believed that President Truman intends naming Mr. Coy when the regular session convenes in January, but no official word has been forthcoming either from the White House or from Mr. Coy. J. Leonard Reinsch, managing director of the Cox stations (WSB Atlanta, WIOD Miami and WHIO Dayton) who served as the President's radio advisor since the vice presidential days, also has been mentioned, but has never been an active candidate.

Names Discussed

Upon leaving the White House Wednesday, Mr. White said that the names of Mr. Coy, D. Worth Clark, former Idaho Senator and part-owner of KJBS San Francisco, and Frank Roberson, partner in the law firm of Spearman and Roberson of Washington, were discussed with the President. He said he had not recommended anyone.

Mr. Roberson, who served as assistant general counsel of the FCC in 1934-36, had not been mentioned previously for the FCC vacancy. He told BROADCASTING Friday that he was not a candidate, and that acceptance of the $10,000 post would mean a financial sacrifice. Mr. Roberson is a middle-of-the-road Democrat.

A former attorney of Mississippi, his native state, Mr. Roberson served as town judge of Pelham, N. Y., an elective post, in 1931. He also had served in the Mississippi legislature, and had practiced law in New York prior to joining the FCC in 1934 under Paul D. P. Spearman, then general counsel and now his law partner. He served as president of the Federal Communications Bar Assn. in 1939, and as chairman of the legislative committee of FCBA testified in favor of the appellate and procedural provisions of the White Bill at the hearing last June.

In an interview with BROADCASTING, Senator White, who has been the Congressional communications expert for 30 years in both House and Senate, asserted that he had completed a "redraft" of his bill, and that a confidential

(Continued on page 109)

OCTOBER PACIFIC HOOPERS

FIRST 15 PROGRAMS

Program	No. of Stations	Sponsor	Agency	Hooper-ating	Year Ago Hooper-ating	+ or —	Position
Jack Benny *	6	American Tobacco	Foote, Cone & Belding	28.7	33.4	—4.7	1
Bob Hope	6	Pepsodent Div. Lever Bros.	Foote, Cone & Belding	28.4	26.2	+2.2	2
Red Skelton	6	B & W Tobacco	Russel M. Seeds	27.8	22.4	+5.4	8
Walter Winchell (2 mos.) *	6	Andrew Jergens	Robt. W. Orr Assoc.	24.7	23.4	+1.3	6
Screen Guild Players	5	R. J. Reynolds	Wm. Esty & Co.	22.8	17.6	+5.2	10
Fibber McGee & Molly	6	S. C. Johnson & Son	Needham, Louis, Brorby	21.7	25.3	—3.6	3
Fred Allen	6	Standard Brands	J. Walter Thompson	20.0	24.2	—4.2	5
Charlie McCarthy	6	Standard Brands	J. Walter Thompson	18.7	21.7	—3.0	9
Eddie Cantor	4	Pabst Sales	Warwick & Legler	18.1	22.7	—4.6	7
Radio Theatre	5	Lever Bros.	J. Walter Thompson	17.7	17.5	+0.2	11
Take It or Leave It	6	Eversharp	The Biow Co.	17.4	15.8	+1.6	16
Amos 'n' Andy	6	Lever Bros.	Ruthrauff & Ryan	17.0	15.1	+1.9	18
Adventures of Sam Spade	6	Wildroot	BBDO	16.6	10.7	+5.9	44
Truth or Consequences	6	Procter & Gamble	Compton Advertising	15.1	14.3	+0.8	24
Bing Crosby	6	Philco	Hutchins Adv. Co.	15.1	25.0	—9.9	4

* Includes first and second broadcasts.

WRGB PLANS TO START COMMERCIALLY DEC. 1

WRGB General Electric video station in Schenectady, will commence commercial operation Dec. 1, Robert S. Peare, GE vice president in charge of broadcast activities, announced last week. Station will take video network programs from NBC in addition to its own local programs, and will be represented nationally by NBC National Spot Sales Dept., which also acts as representative for WGY Schenectady, GE's AM station.

Rate card, dated Dec. 1, shows the station's rates as $210 for 60 minutes, $131 for 30 minutes, $105 for 20 minutes, $91 for 15 minutes, $78 for 10 minutes, $53 for five minutes. One-minute features will be accepted as participations in variety-type programs at the five-minute rate and 20-second spots, limited to time, weather and service announcements, at $42. However, a sticker affixed to the card states that these rates will be subject to a 50% introductory discount until April 1.

Rates include charges for transmitter and studio facilities and handling for motion pictures. Rehearsal rates are $25 a half-hour for live programs, $10, up to 15 minutes, for live spots.

Shortly after Dec. 1, WRGB will install a newly designed video antenna and new transmitting equipment which will increase the station's present coverage.

Kellogg Changes

KELLOGG Co., Battle Creek, Mich., due to changes in advertising plans, effective Dec. 26, will discontinue *Superman*, 5:15-5:30 p.m., five times weekly on MBS. Agency is Kenyon & Eckhardt, New York.

Alemite Discs

ALEMITE dealers are currently sponsoring a series of recorded five-minute sports programs over local radio station throughout the country on a cooperative basis. Recordings for the series, which features Jimmy Conzelman, coach of Chicago Cardinal professional football team, are being furnished to dealers without charge by Stewart-Warner Corp. Thus far 58 dealers in 22 different distributor territories are carrying series of 39 broadcasts.

Renews Waring

MINNESOTA VALLEY Canning Co., Lesueur, Minn. (canned vegetables) Jan. 16, 1948, renews for 26 weeks Friday segment of *Fred Waring Show*, on 160 NBC stations, Monday thru Friday, 10:00-10:30 a.m. EST. Agency is Leo Burnett Co. Inc., Chicago. Tuesday and Thursday segments are sponsored by American Meat Institute, while Monday and Wednesday programs are heard sustaining.

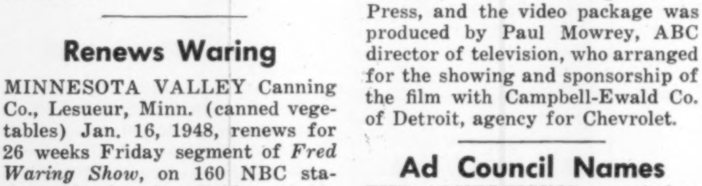
Chevrolet Plans TV Show On Royal Wedding Day

GENERAL MOTORS Corp.'s Chevrolet Division, will sponsor a half-hour video program including a film of the life of Princess Elizabeth of England and last-minute photos of her marriage to Lieut. Philip Mountbatten on Nov. 20, day of the wedding, on WFIL-TV Philadelphia, WMAL-TV Washington and WMAR Baltimore.

Film is a British Information Service movie, made available for television use here through United Press, and the video package was produced by Paul Mowrey, ABC director of television, who arranged for the showing and sponsorship of the film with Campbell-Ewald Co. of Detroit, agency for Chevrolet.

Ad Council Names

THE ADVERTISING council has announced appointment of Advertising Assn. of the West as its official far western representative, in an attempt to increase cooperation between the two organizations in public service advertising.



Drawn for BROADCASTING by Sid Hix

"The new chairman found this and forwarded it."

ADAMS LEAVES FCC; WILL ASSIST DENNY

DAVID C. ADAMS, assistant to the general counsel of FCC, resigned last Wednesday to become assistant to former Chairman Charles R. Denny in his new post of vice president and general counsel of NBC. His resignation was effective immediately.

Both Mr. Denny, who resigned effective Oct. 31, and Mr. Adams will enter their new duties Dec. 1.

Mr. Adams, 34, specialized in common carrier matters during his service at FCC, which started in 1941. He assisted Mr. Denny throughout the International Telecommunications Conferences which the then-chairman headed at Atlantic City last summer.

He was chief rate counsel at the time of his appointment as assistant to the general counsel last January, and formerly headed the International Telegraph Section of the Law Dept., and the Internal Services Section. He was a member of the U. S. Delegation to the Moscow Five-Power Telecommunications Conference in September and October 1946 and was a U. S. observer at the London meeting of the CCIT last November. During the war he served in the Army from 1943, first with an anti-aircraft battalion and later, as second lieutenant, in military intelligence work in Washington.

Mr. Adams is a native of Buffalo. He received his A.B. degree from the U. of Buffalo in 1934 and his LL.B. from the law school there in 1937. He practiced law in Buffalo from 1937 to 1941.

Household Finance Plans

HOUSEHOLD FINANCE Corp. through Levally Inc., Chicago, has signed Charles Collingwood, CBS news commentator and reporter, to take over its Pacific coast network news spot beginning Dec. 18. Collingwood will be on nine CBS coast stations Tuesday, Thursday and Saturday, 5:30-45 p.m. James Cominos, radio director and vice president of Levally, is now on West Coast setting up promotion for show.

CALL LETTERS OF KPO ARE CHANGED TO KNBC

FOLLOWING the pattern set by the New York network keys in changing their call letters, NBC's application to change the call letters of KPO San Francisco to KNBC, was approved by FCC last Wednesday. KPO General Manager John Elwood said the change would probably be made in two weeks' time.

KPO started operations in April 1922 as a 100-watter, owned by Hale Bros., department store chain. In 1925 half interest was sold to the *Chronicle*, morning daily. NBC bought the station in 1933. It has been operating on 50 kw since 1932.

RADIO NEWS *What Kinds of Features Do the Newspapers Carry?*

By ED JAMES

THE most comprehensive assessment to date of newspaper interest in radio news was completed last week by BROADCASTING which conducted a survey of the 1,546 daily papers in the U. S.

Nearly 85% of the newspapers polled reported that they carry some kind of radio news. Virtually all papers in cities of 50,000 population or more regularly carry news of radio.

Major points of information disclosed by the survey were:

1. Station or program listings are carried by all papers which feature some kind of radio news. Slightly less than 30% carry special "fan" or radio news columns. Most columns of this kind are locally edited; syndicated columns are few.

2. More than 26% of the papers carrying radio news felt that general interest in radio had increased in recent months; slightly more than half thought interest had remained the same, and only 13.6% felt it had decreased.

3. 26% of the papers carrying radio news reported increases in the amount of space devoted to the subject in the last six months; 68.7% said space allocations had remained constant, and only 5.3% reported decreases in space.

4. Nearly half of the papers carrying "fan" or radio columns started them within the last two years.

5. Few papers which do not now have such columns intend introducing them in the future, 90.2% reporting they do not plan the addition of such features.

Depends on City Size

The survey, analyzed by city-size, disclosed that population concentration influences newspaper handling of radio news. Generally, large-city newspapers carry more radio news than do smaller-city papers. The number of papers devoting space to the subject diminishes as the size of the city wanes.

City size was also noted as a factor in another analysis, conducted by NBC several months ago, of readership of radio news in newspapers. In that study it was found that an average of 46% of the men and 58% of the women readers of papers in cities of 1,000,000 or more population read radio news while only 16% of the men and 25% of the women in towns of 25,000 to 50,000 read it.

The NBC analysis, based on 106 Continuing Studies of Daily Newspaper Reading by the Advertising Research Foundation, found that women "pay significantly more attention to radio news than men."

NBC found that 38% of the men readers of the newspapers studied read radio news, but 48% of the women read it.

The number of radio stations listed in newspaper logs was found by NBC to influence radio news readership; 40% of the men and 53% of the women read radio news in papers featuring 10 or more radio stations, while only 26% of the men and 36% of the women read it in papers mentioning from two to three stations.

The NBC analysis also pointed out that newspapers which carried both logs and radio columns enjoyed higher radio news readership than those carrying logs only.

The network's research department, headed by Hugh M. Beville Jr., concluded that there was a "direct relationship between the amount of space devoted to radio news and its readership." Radio news of more than two columns in length "stopped 47% of the men and 60% of the women," NBC reported. Only 27% of the men and 44% of the women were stopped by radio news of less than one

(*Continued on page 95*)

A TOTAL of 312 newspapers—259 evening, 27 morning and 26 combination—cooperated in this cross-section survey of the nation's 1546 dailies. Returns were from nine major geographic areas, which included all 48 states and the District of Columbia.

EXTENT TO WHICH NEWSPAPERS FEATURE RADIO NEWS

	Population of Cities In Which Newspapers Are Located							
	Over 1,000,000	250,000 to 1,000,000	100,000 to 250,000	50,000 to 100,000	25,000 to 50,000	10,000 to 25,000	Less than 10,000	Total
1. EXTENT TO WHICH NEWSPAPERS CARRY RADIO NEWS								
Newspapers carrying some type of radio news	100.0%	100.0%	100.0%	100.0%	92.0%	81.4%	56.9%	84.9%
Newspapers which do not carry any type of radio news	...	...	...	...	8.0	18.6	43.1	15.1
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
(Total Daily Newspapers Responding)	(7)	(20)	(38)	(33)	(50)	(113)	(51)	(312)
2. TYPE OF RADIO NEWS CARRIED								
What type of radio news does your paper carry?								
(a) Station or program listings	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
(Total Daily Newspapers Carrying Some Type of Radio News)	(7)	(20)	(38)	(33)	(46)	(92)	(29)	(265)
(b) Radio news or "fan" columns which are:								
Locally edited	71.4%	87.4%	62.5%	75.0%	60.0%	81.8%	66.7%	73.4%
Received through syndicates	28.6	6.3	31.2	25.0	20.0	9.1	33.3	20.3
Both locally edited and received through syndicates	...	6.3	6.3	...	20.0	9.1	...	6.3
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
(Total Daily Newspapers Carrying Radio News or "Fan" Columns)	(7)	(16)	(16)	(16)	(10)	(11)	(3)	(79)
(c) Percentage of newspapers featuring some type of radio news which carry both station or program listings and radio news or "fan" columns.	100.0%	80.0%	42.1%	48.5%	21.7%	12.0%	10.3%	29.8%
(Total Daily Newspapers Carrying Station Listings and Fan Columns)	(7)	(16)	(16)	(16)	(10)	(11)	(3)	(79)
(Total Daily Newspapers Carrying Some Type of Radio News)	(7)	(20)	(38)	(33)	(46)	(92)	(29)	(265)
3. INTEREST IN RADIO NEWS								
Has interest in radio news:								
Increased	16.7%	45.0%	22.8%	23.3%	28.6%	28.1%	11.1%	26.1%
Remained the same	50.0	45.0	60.0	66.7	57.1	45.1	55.6	53.5
Decreased	16.7	10.0	8.6	6.7	4.8	18.0	29.6	13.6
Don't know	16.7	...	8.6	3.3	9.5	7.8	3.7	6.8
Total	100.0%*	100.0%	100.0%	100.0%	10.00%	100.0%	100.0%	100.0%
(Total Daily Newspapers Carrying Some Type of Radio News)	(7)	(20)	(38)	(33)	(46)	(92)	(29)	(265)
4. SPACE DEVOTED TO RADIO NEWS								
Within the past six months has the amount of space devoted to radio news:								
Increased	...	15.0%	21.1%	27.3%	34.8%	29.3%	20.7%	26.0%
Remained the same	100.0%	85.0	76.3	69.7	58.7	62.0	75.9	68.7
Decreased	...	...	2.6	3.0	6.5	8.7	3.4	5.3
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
(Total Daily Newspapers Carrying Some Type of Radio News)	(7)	(20)	(38)	(33)	(46)	(92)	(29)	(265)
5. LENGTH OF TIME "FAN" COLUMNS HAVE BEEN CARRIED								
If your paper now has a radio news, "fan" column or column of criticism, in what year was it started?								
Prior to 1936	60.0%	37.4%	25.0%	9.0%	...	11.1%	...	22.1%
Between 1936 & 1940	...	12.5	12.5	27.3	50.0%	11.1	33.3%	19.1
Between 1941 & 1945	20.0%	18.8	6.3	18.2	...	22.2	33.3	14.6
1946	20.0%	12.5	37.4	36.4	25.0	...	...	22.1
1947	..	18.8	18.8	9.1	25.0	55.6	33.3	22.1
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
(Total Replies)	(5)	(16)	(16)	(11)	(8)	(9)	(3)	(68)
(No Answer)	(2)	(..)	(..)	(5)	(2)	(2)	(..)	(11)
6. PLANS FOR FUTURE FAN COLUMNS								
If your paper does not have a radio news "fan" column, or column of criticism, will one be started in the near future?								
Yes	...	...	...	...	6.1%	7.7%	2.4%	4.9%
Possibly	...	25.0%	...	12.5%	3.0	5.5	2.4	4.9
No	...	75.0	100.0%	87.5	90.9	86.8	95.2	90.2
Total	...	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
(Total Replies)	(..)	(4)	(19)	(16)	(33)	(91)	(42)	(205)
(No Answer)	(..)	(..)	(3)	(1)	(7)	(11)	(6)	(28)

* The small base (7 papers) is responsible for the fact that the percentage mentions actually total 100.1% instead of 100.0%.

Radio Wage Per Person High in U.S.

Fulltime Staffers Are Paid $74 Weekly Average, NAB Reports

BROADCAST staff and freelance personnel receive the highest average weekly and annual income per employe in any American industry.

Analysis of industry wage scales reveal this dominant position, according to a study just completed by the NAB. Titled *Broadcasting: A Gilt-Edge Field of Employment*, the study shows wage scales and employment stability far above that of industry as a whole.

Overall average weekly wage rate of fulltime broadcast station employes was $74 in July 1947, according to the study, which was conducted by NAB's Employe-Employer Relations Dept., of which Richard P. Doherty is Director. Actual take-home pay is still higher for a substantial number of employes, the study shows.

Though some statistics show the motion picture industry ahead of radio in some respects, NAB found that if the motion picture field, including production and distribution, is compared with the overall radio picture, including station and network personnel (staff and freelance), "broadcasting undoubtedly now stands No. 1 as regards average weekly and annual income per employe." Motion picture data is incomplete, it is claimed.

The $74 weekly average applies to fulltime staff personnel but does not include network employes or top station management. It compares to $49.25 for manufacturing employes, $55.10 for electric light and power; $56.25 for insurance and $61.36 for finance and brokerage. "Obviously, the overall average weekly income for combined station and network personnel (including freelance talent) was appreciably above $74 in July 1947," NAB explains.

Rise Over Decade

The study shows that total wage payrolls of fulltime broadcast employes rose 217% from 1937 to 1947, compared to 135% in industry as a whole. Average 1946 earnings for all fulltime radio employes (including freelance talent and other network talent) were $3,964 compared to $2,359 for all private industry, $2,560 for public utilities, $2,512 for manufacturing, $2,400 for wholesale and retail trade, and $2,567 for finance, brokerage and insurance.

NAB's analysis of industry employment will be made available without charge to those desiring copies in small quantities. Figures are based on material compiled by governmental agencies and NAB.

Broadcasting wages have risen faster than the cost of living, the analysis shows, the wage increase being 70% since 1940 compared to a 57% rise in living costs.

Employment stability is far in excess of that in industry as a whole, NAB found. Among factors responsible are the rapid expansion of broadcasting, with fulltime employes doubling in number in 10 years compared to a 25% gain in industry as a whole; relative absence of cyclical and seasonal fluctuations; radio's income is largely geared to advertising by producers and sellers of perishable consumer goods which by their nature have small business cycle fluctuations.

Looking to Future

Looking at the bad as well as the good in radio employment, the NAB analysis foresees plans whereby many stations and networks will assure annual employment and income to certain employes who have proved their job qualifications during a minimum period of employment. The basis for all employment and income security is a sound, profitable and progressive enterprise, it is pointed out.

Besides high "absolute" pay, broadcasting offers high "relative" pay—that is, pay in relation to that received by others in the company and in the community, NAB said, suggesting opportunity for advancement is important. "Rigid group wage patterns which submerge individual initiative and retard individual advance are, in reality, bad for workers and for the business enterprise," the analysis states.

Mr. DOHERTY

* * *

"The dynamic character of broadcasting, the cumulative expansion of new stations and the industry's receptiveness to change are all factors which provide new jobs and increased pay for progressive employes and for those with individual talents and creative ideas. Unfortunately, all too frequently the wage structure within the many individual radio stations has 'just growed like Topsy' and has become capricious and unsystematic."

In some cases a "lopsided and unsound wage pattern" has resulted from unionization of staff employes, with wages pushed upward without regard to factors affecting the level of wages, according to the analysis, with some stations able to stay solvent only by paying inadequate wages to several other classes of personnel.

"The time has arrived when broadcasters must give attention to scientific job evaluation whereby different jobs are measured in terms of their relative contributions to the total operations of the radio station," it is stated, with both management and employes learning to understand job evaluation in working out equitable wage patterns.

Dangerous Concepts

Reviewing dangers involved in make-work concepts and artificial work quotas, the analysis says "featherbedding does not increase the total piece of income pie going to labor. It does result in ultimate unemployment and reduced wages because it holds back expansion and improvement. The efforts of a few radio unions to prevent dual broadcasting of AM and FM programs or to demand premium wages for dual operations (involving no additional work effort) actually retard the growth of FM. By this very approach, they impede the expansion of total employment and potential future wage income within the radio industry.

"A broadminded acceptance by

(Continued on page 98)

Second NORC Radio Study Launched

Listeners Across Nation Asked 40 Questions On Broadcasting

SECOND nationwide research project to learn what the public thinks of broadcasting was started last week by the National Opinion Research Center, with main office at the U. of Chicago.

NORC interviewers in all parts of the country are asking listeners 40 questions. Included are 22 questions covering radio reaction and 18 covering telephone, marital and other general information.

Commissioned by NAB, the NORC organization is using its extensive national facilities to get an accurate picture of listener reaction. NORC's specialists, who regularly conduct sampling projects of all types, are responsible for selection of typical listeners. In all, the NORC interviewers will conduct some 3,600 half-hour interviews based on questions submitted by NAB.

Many questions have been carried over from first NORC study conducted in 1945. They will show trends in public conception of radio's performance compared to newspapers, churches and other public service institutions.

Dropped from the current study are questions from the first NORC project which produced results in complete agreement with other accepted research results, unless it was believed a new trend might be shown by repetition of a question.

Study of Criticisms

New questions will provide information on specific criticisms leveled at broadcasting. They will bring out objections to product claims and other commercial characteristics.

In a series of pre-tests, NORC found the public had difficulty comprehending questions dealing with radio's effort to develop new types of programs. The queries were changed to ask listeners what new programs they have heard and how they find out about them. Similar difficulty was found in asking listener opinion on editoralizing by stations. A separate study may be conducted on this subject, since it was felt the present 40-question interview was about all that could be handled.

The second NORC study was authorized last spring by the NAB board. Funds have been provided for the actual study. Dr. Paul F. Lazarsfeld, director of the Bureau of Applied Research, Columbia U., probably will be commissioned to analyze the results as he did in the 1945 study. It is assumed these results again will be published in book form, as well as portrayed in slides. The first study was published under the title, "The People Look at Radio."

Under consideration by the NAB Research Committee is a separate study covering reasons non-listeners don't listen. The committee is expected to act on a proposed survey plan at a meeting in the next few weeks, submitting recommendations to the NAB board.

At the time of the first survey, NORC headquartered at the U. of Denver, but since that time its main office has been moved to the U. of Chicago, with a branch office still maintained at the Denver school.

Petrillo Trial on Lea Act Charge Is Set

AFM Head Pleads His Innocence In WAAF Case

JAMES C. PETRILLO, president of the AFM, will go on trial for alleged violation of the Lea Act Dec. 15.

This date was set for Mr. Petrillo to answer the government's amended bill of information growing out of an earlier bill filed June 10, 1946, on behalf of WAAF Chicago which charged the AFM president with violating the Lea act by calling a strike against the station.

Mr. Petrillo, flanked by Dan Carmell, AFL attorney in Chicago, faced Judge Walter C. LaBuy at 10 a.m. last Wednesday, deadline for his attorneys to file answer to the government's amended bill submitted to the Federal court jurist three weeks ago.

To the question put by Judge LaBuy, "How does the defendant plead?" (on charges that he had violated Sec. 506 of the Communications Act), Mr. Petrillo stared grimly at the jurist and growled "Not guilty."

Judge LaBuy then set Dec. 15 as the date of trial and Mr. Petrillo left the courtroom. Although pursued by reporters and photographers, Mr. Petrillo refused to comment on his appearance in court or what tactics his attorneys would pursue when he comes to trial.

If found guilty, Mr. Petrillo could be sentenced to one year in a federal penitentiary or to pay a $5,000 fine, or both.

His appearance in court was another milestone in the intricate path he has pursued in evading charges that his calling of a strike against WAAF May 11, 1946, was a violation of the Lea Act. On the grounds that Mr. Petrillo had called the strike because WAAF refused to employ three additional musicians as "librarians," Bradley Eidmann, WAAF general manager, appealed to the U. S. District Attorney's office in Chicago for legal action. The government filed its bill of criminal information June 10.

On Aug. 19, 1946, the late Joseph Padway, as AFM attorney, asked that the charges be dismissed on the grounds that the Lea Act violated the first, fifth, tenth and thirteenth amendments of the U. S. Constitution.

He was upheld in this contention on Dec. 2, 1946, by Judge LaBuy who found in favor of the defendant. U. S. District Attorney Albert J. Woll (now an AFL lawyer) appealed his decision to the U. S. Supreme Court.

The Supreme Court later reversed Judge LaBuy's decision on the grounds that the Lea Act was not in violation of the Constitution and returned it to the Dept. of Justice without passing on the guilt or innocence of the defendant.

By virtue of the government's bill the case will now be tried on the facts. The court must now decide whether Petrillo's strike against WAAF was in itself an illegal act.

Mr. Petrillo's "not guilty" plea came as a surprise to those who have followed his many court appearances. It was anticipated that his attorneys would file a motion to dismiss, which Judge LaBuy could accept or deny. At his trial Dec. 15 Mr. Petrillo, according to close personal sources, is expected to waive a jury trial [BROADCASTING, Nov. 10].

Networks to Confer On Wednesday With AFM

NETWORK chieftains in New York received invitations from James C. Petrillo last week to begin what is expected to develop into a protracted series of negotiations for renewal of network musicians' contracts.

Mr. Petrillo asked the network executives to meet with him and other leaders of his union at the American Federation of Musicians New York offices next Wednesday. The AFM president was understood to have advised the networks that the meeting would mark the initiation of negotiations. The present network-AFM contract expires Jan. 31.

Although Mr. Petrillo has thus far carefully refrained from disclosing the nature of his intended demands, it was believed by network executives that he would unquestionably seek contractual arrangements providing expanded employment for musicians.

This would be in line with numerous statements the AFM president made before the House Labor Subcommittee last summer and at press conferences since. He has bluntly stated that he proposed an all-out assault aginst what he regards as the reduction of employment by musical reproduction on records and in network programming, not only on AM chains but also FM stations.

Hopes for Meeting

Network executives anticipated that negotiations with the union chief would concern themselves with AM, FM and television, and they were plainly hoping to establish a basis for the employment of musicians in FM and television broadcasting. At present Mr. Petrillo prohibits all live music on television and on FM stations duplicating AM network programs.

In the absence of definite advance word from Mr. Petrillo as to his precise intentions, network officials were unable to predict the exact course the negotiations would take. Top executives and legal counsel of all four major networks were expected to attend the conference Wednesday.

The importance of the approaching negotiations could not be minimized, since they were expected to reveal, for the first time, a crystallization of the designs of the musician's leader. Heretofore, Mr. Petrillo has confined his statements to general threats against both broadcasting and record manufacturing without specifically suggesting a course of action which would satisfy his objectives of broadened employment.

Editorializing Tops NARND Agenda

Opinion on Mayflower Decision Expected From Convention

RADIO NEWSMEN from all over the nation were told by President Truman Thursday that "you have a great responsibility in that by reporting facts, making broadcasts available to the people generally, you have a powerful effect on public opinion."

The President warned the newsmen against allowing any "fine-voiced, good looking demagogue" to gain control of American radio. He spoke when the 100 members of the National Assn. of Radio News Directors called at the White House. The appointment preceded the opening of the three-day second annual convention of the organization in the capital.

NARND president, John F. Hogan of WCSH Portland, Me., said that the convention would be asked to set up a committee to supervise the publication of the first text on radio news coverage, which NARND has contracted to prepare for Prentice - Hall, publishers, planned for publication next summer. He also expressed the hope that the convention would act to set up a Personnel Bureau, to which station managers could turn when expert news personnel was needed.

The NARND Resolutions Committee, headed by Sereno Gammell of WTHT Hartford, was scheduled to report to the business session of the convention Friday, and it was learned that the news directors were considering resolutions on the Mayflower decision, which denies broadcasters the right to editorialize. Among other subjects said to be under consideration by the committee was the Associated Press radio news policy.

Four members of the Board of Directors were to be elected for a three-year term at Saturday's session, and the new president would then be chosen by the Board. Saturday's program also included a symposium on the Mayflower decision.

The Convention took on the nature of a post-graduate seminar Thursday when the first of a series of panel discussions on radio news problems was held at American University. Mr. Hogan opened the seminar. Charter Heslep, MBS Washington representative presided at the panel on "Use of the

(*Continued on page 106*)

WHITE HOUSE callers on President Truman last Thursday were delegates of the National Assn. of Radio News Directors, which held its annual convention in Washington, Nov. 13-15. Emerging from 1600 Pennsylvania Ave. are (l to r) Jack Shelley, WHO Des Moines news director and second vice president of NARND; John Hogan, WCSH Portland, Me., NARND president; and Sig Mickelson, WCCO Minneapolis-St. Paul, association first vice president.

Rising Costs Cut Radio's Net in 1946

Total Time Sales Rose Over 1945 By 7.6%

NET BROADCAST INCOME of networks and stations (before Federal income tax) experienced its second consecutive drop in 1946, dipping to $76,466,246 — 8.52% below 1945's $83,584,288—as mounting expenses once more overshadowed gains in broadcast revenues.

Finance data for 1946, released by FCC last week, disclosed that time sales rose to a record total of $334,078,914, for a 7.6% gain over the 1945 total of $310,484,000. The official calculation shows a relatively minute variation from the 1946 BROADCASTING YEARBOOK estimate that the gain would approximate 7.2%.

While total time sales went up 7.6%, revenues from other broadcast activities, such as the sale of talent, went up 3.56% to a total of $33,943,507. But expenses shot up 14.06%, reaching $246,086,525 and leaving the industry with its second and largest net income drop since the start of the wartime boom. In 1945, net income fell from $90,272,851 to $83,584,288 for a decline of about 7.4%. [BROADCASTING, Dec. 2, 1946].

Average Station Income

Average per-station income before Federal income tax, based on reports from the same stations in each year, dropped from $77,633 in 1945 to $73,404 in 1946. This represents a 5.45% decrease, as against a 5.99% drop in 1945. (For per-station averages on revenues, expenses and incomes for each class of station, prepared on an "identical station" basis so as to exclude the large number of new stations added in 1946, see table on page 104.)

Summary of Broadcast Revenues and Income of 4 Nation-wide Networks, 4 Regional Networks and 1025 Standard Stations for 1946

TOTAL BROADCAST REVENUES

Item	Amount	Percent of total	Amount	Percent
Networks and their 29 owned and operated stations	....	..	$101,968,989	31.61
Networks and their 10 key stations	$88,010,128	27.28		
19 other network owned and operated stations	13,958,861	4.33		
996 other stations	....	..	220,583,782	68.39
801 stations serving as nation-wide network outlets	$189,236,437	58.67		
195 stations not serving as nation-wide network outlets	31,347,345	9.72		
Total Industry Broadcast Revenues			$322,552,771	100.00

BROADCAST INCOME (Before Federal Income Tax)

Item	Amount	Percent of total	Amount	Percent
Networks and their 29 owned and operated stations	....	..	$19,344,123	25.30
Networks and their 10 key stations	$14,837,877	19.41		
19 other network owned and operated stations	4,506,246	5.89		
996 other stations	....	..	57,122,123	74.70
801 stations serving as nation-wide network outlets	$53,185,098	69.55		
195 stations not serving as nation-wide network outlets	3,937,025	5.15		
Total Industry Broadcast Income			$76,466,246	100.00

FCC's report, described as "the first of a series of final tabulations of 1946 financial data," also included tables comparing 1945 and 1946 revenues, expenses, and incomes; showing distribution of 1946 revenues and income as between networks and stations (see table, this page); and summarizing the data according to (1) class and power of stations, and (2) class and time of operation, with an additional segregation between affiliates and non-affiliates of networks.

Overall totals for 1946 were based on reports from four national and four regional networks and 1,025 stations, and included 10 network keys and 19 other stations owned and operated by networks. These compare with 1945 reports from four national and six regional networks and 901 stations (10 keys and 18 other stations managed and operated by networks). The data are for AM operations exclusively.

Virtually all of the increase in time sales applied to non-network time, and local advertisers and sponsors accounted for approximately twice as much of the non-network gain as national and regional spot advertisers did. From the standpoint of station operations, the locals were the only class which came out with an increase in per-station average income.

Non-Network Increase

While total revenues from the sale of network time went up 0.6% (to $134,781,108), receipts from non-network time sales climbed 12.91% (to $199,297,806). The network-time figure is after deduction of $3,759,170 in payments to foreign countries and elimination of "miscellaneous duplications," while the non-network total is before deduction of commissions paid to agencies, brokers, etc. These commissions, applicable to both network and non-network time sales, totaled $45,469,650 (3.52% more than 1945) and brought the figure on "net revenues from time sales" down to $288,609,264 (8.27% above 1945).

Revenues from the sale of non-network time to local advertisers and sponsors aggregated $116,380,301—16.6% above the 1945 total. Non-network time sold to national and regional advertisers yielded $82,917,505, or 8.11% more than in 1945.

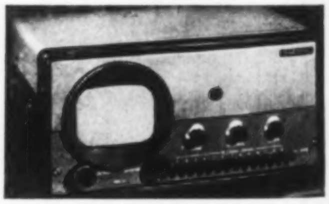
In line with findings with respect to profitability of local stations as reported in FCC's economic study, the Lemon Book [BROADCASTING, Nov. 10], the data showed that fulltime locals — approximately half of all stations—had earnings (before Federal taxes) averaging 16.47% above the averages for the same stations in 1945. The 18 daytime and part-time locals covered in the identical-station study showed the greatest percentage gain with an average increase of 48.67%.

Networks and their key stations reported total time sales aggregating $93,608,331 and net time sales (after payment of commissions) of $71,572,226; they received $16,437,902 in other broadcast revenues,

(*Continued on page 104*)

LOW-PRICED TV

Hallicrafters Produces Set To Sell for $169.50



Hallicrafters' $169.50 set.

* * *

HALLICRAFTERS Co., Chicago, has announced a new television set to sell for $169.50. The new receiver is a table model with 22 tubes and 13-channel push-button selectivity, seven-inch image and simplified horizon and vertical image adjustment.

The set is going into production immediately, according to William J. Halligan, Hallicrafters president. It should be on the market by the first of the year, he added.

Especially designed for home and the office, the new video set is metal, finished in gray and silver. It was designed by Raymond Loewy, and is equipped to accomodate a detachable lens accessory to bring larger images. Hallicrafters will merchandise them through distributors of both the Hallicrafters Carnegie Hall line of radio consoles and the Hallicrafters amateur line.

Increase for 'Voice' Looms; Smith Seeks 5 Million Extra

A SUBSTANTIALLY increased appropriation for the "Voice of America" seemed virtually a certainty as more and more influential members of Congress expressed concern over anti-American propaganda abroad and declared themselves in favor of additional funds for a U. S. program of overseas information.

Sen. H. Alexander Smith (R-N. J.), chairman of the Senate group which recently investigated our information activities abroad, said he would ask the next regular session of Congress for a $5,000,000 supplemental appropriation for the "Voice" until June, and in addition, a $40,000,000 to $45,000,000 project for the 1949 fiscal year.

Senator Smith said he had asked Secretary of State Marshall for a new plan which should "start from scratch" in considering the "Voice," since conditions are so different. He suggested that the new plan "be engineered to meet the realities of the European situation," as his committee found it.

Speaking of the new offensive of words against the U. S. by Russia and her satellites, Senator Smith said, "The invective that has been turned loose against us by these countries in their effort to force Communism on western Europe is so vicious as to be almost unbelievable to anyone who has not actually heard it."

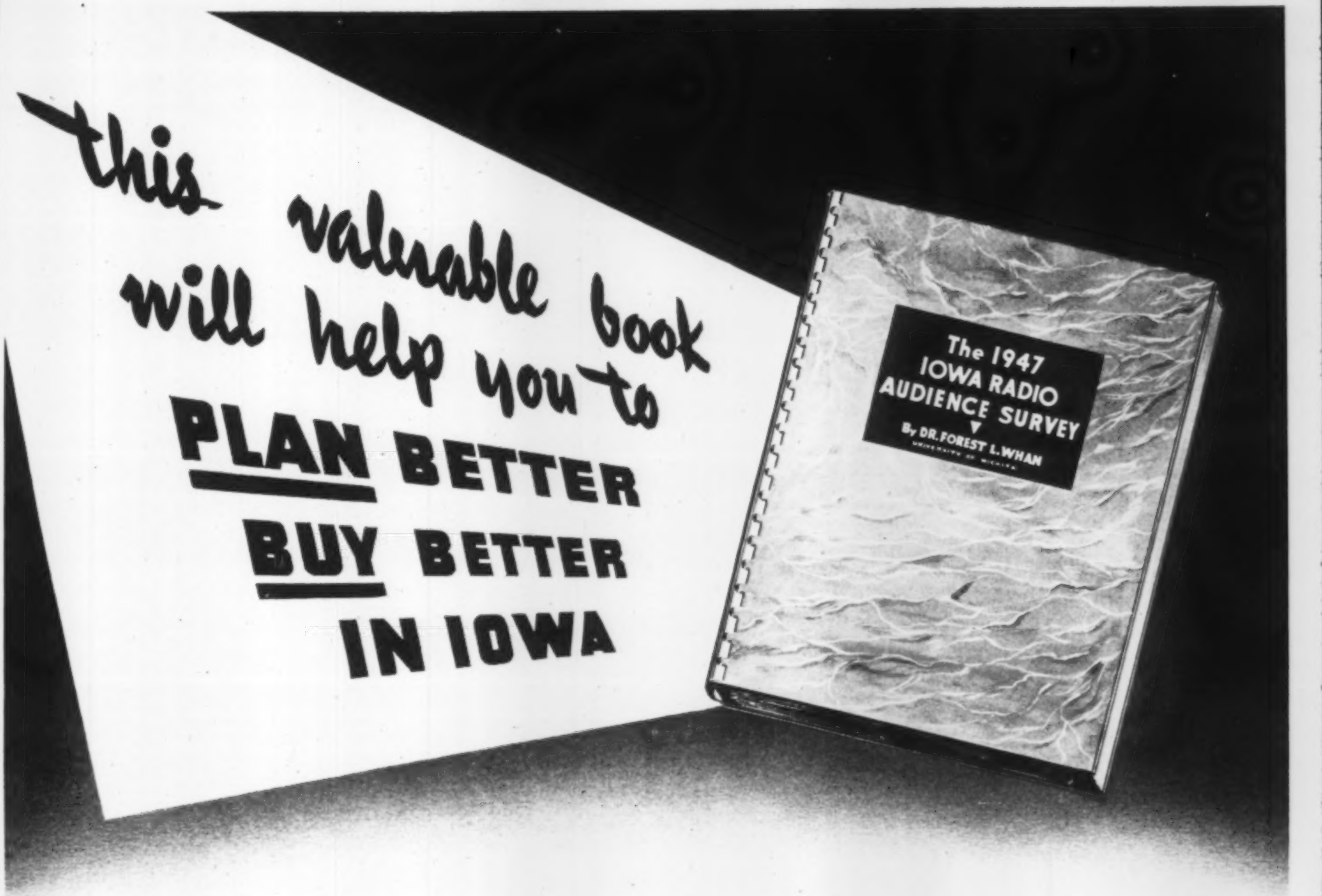
Mundt Sees Need

Rep. Karl E. Mundt (R-S. D.), co-chairman with Senator Smith of the Congressional investigating committee, is equally convinced of the need for an expanded program and will back a plan for a $50,000,000 annual overseas information program.

The figure of $50,000,000 a year, Mr. Mundt pointed out, would be about one-third the cost of a modern battleship, and the outlay of $300,000,000 over a six-year period "would make the economic aid program an effective instrument for peace and finish World War II in a way that World War III would never happen."

Comparing our present program with that of the Russians, Representative Mundt said, "In this cold war of words and ideologies, the Russians are using big artillery and rockets while we rely on pop guns and pistols." He suggested a ten-point widening of the program, including expansion of field staffs and free radio time in recipient countries to broadcast the scope

(*Continued on page 98*)


this valuable book will help you to
PLAN BETTER
BUY BETTER
IN IOWA
The 1947 IOWA RADIO AUDIENCE SURVEY
By DR. FOREST L. WHAN
UNIVERSITY OF WICHITA

ALL the *audience-knowledge* required to do a successful radio job in Iowa is contained in the "1947 Iowa Radio Audience Survey"—a masterful study by Dr. F. L. Whan, recognized research authority of the University of Wichita. It compiles and visualizes the answers given by 8,682 Iowa radio families to almost every question that any radio advertiser could ask about *the stations* to which Iowa people listen most, *the areas* in which each station is preferred, *the times* at which Iowa people listen, *the types* of programs they like and dislike, and to dozens of other questions which determine the success of any radio effort in the State.

The 1947 Survey is the tenth annual edition. Countless times we have been told by top-notch agencies that the Iowa Radio Audience Survey is the most authoritative and helpful audience study in America—that any large agency would gladly pay thousands of dollars for its exclusive use, *because it enables them to PLAN better and BUY better in Iowa.*

WHO believes that what helps *you* also helps radio and us. Hence we gladly offer a free copy of the 1947 Iowa Radio Audience Survey to every agency, advertiser and sales executive in America, until the edition is exhausted. Get your copy NOW. The coupon is for your convenience.

WHO for Iowa Plus!
Des Moines . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

Free & Peters, Inc., National Representatives

Station WHO
914 Walnut Street
Des Moines 7, Iowa

Gentlemen: Please send me, without obligation, my FREE copy of the 1947 Iowa Radio Audience Survey.

Name ....

Company ....

Street ....

City .... State ....

Oregon Hookup

THIRTY Oregon radio stations formed a state network to broadcast the memorial funeral services for Oregon's Gov. Earl Snell, Secretary of State Robert Farrell and President of the Senate Marshall Cornett, who were killed in a plane crash. The half-hour services were broadcast Nov. 3 from the State Capitol in Salem where a public funeral was held. The network was arranged, with little more than eight hours notice, by Frank H. Loggan, KBND Bend, president of the Oregon Broadcasters Assn., with the help of Dave Hoss, KOCO Salem, Lee Bishop, KSLM Salem and Quentin Cox, KGW Portland.

Three Promoted By Du Mont; Expansion Program Planned

PROMOTIONS for three top executives of the Du Mont telecasting organization were announced last week by Lawrence Phillips, director of the Du Mont video network, who said that the move was designed to enlarge the scope of WABD New York as key station of the Du Mont network.

Mr. McNeil

John McNeil, for the past six months general manager of WABD, becomes manager of commercial operations of the network under the new setup, which consolidates the station's and the network's commercial activities under Mr. McNeil's direction. As general manager, he has also served as head of WABD's commercial department.

Bob Emery, formerly manager of the WABD program department, is now in charge of development and production of youth programs for the network. He will continue as the special producer of *Small Fry*, early evening program of cartoons and other video fare for the underschool-age child.

James L. Caddigan, manager of the network's program planning division, has taken on similar duties for WABD, where he will head programming and production.

Changes are part of an overall plan for strengthening both the Du Mont network and its key station, WABD, Mr. Phillips said. "I am thoroughly convinced that television will become economically feasible only when it is a network operation and I believe most network shows will originate from the network's key station," he stated, adding, "On this basis we plan the growth and development of Du Mont television broadcasting."

Lack of inter-city connecting facilities is holding up Du Mont network plans for the present, Mr. Phillips told BROADCASTING last week. "Split time, such as we now have on the AT&T coaxial cable between New York and Washington does not add up to a real network operation," he declared.

Network Service Needed

Despite the temporary shortage of networking facilities, Mr. Phillips reiterated his conviction that network service is a necessity for video stations outside the very largest cities.

"As to remotes," he said, "a community newspaper can do a good job dealing with local persons and personalities and to some extent the local television broadcaster can duplicate this. But the cost of a remote telecast is such that a station which sends a mobile unit and a crew out to cover a meeting of the Ladies Aid or the birth of a three-legged chicken will soon find itself operating away in the red, even if those remotes are sponsored.

"And when it comes to straight entertainment," Mr. Phillips said, "the criterion has to be: Would the viewer spend money to see the program? or woud he stay at home to see it if his local movie were showing a picture he wanted to see?

"The buyer of a television set will expect to see the events he hears on the air or reads about in his paper: The Armistice Day celebration from the Tomb of the Unknown Soldier, the Christmas Eve lighting of the tree on the White House lawn, to cite only two examples, and the local station or stations will have to see that he gets this kind of service to keep his attention. And that means that there will have to be network service."

Gadget Campaign

AIMING at intensive marketing of Christmas season potential. Gadget-of-the-Month-Club Inc., Los Angeles, is currently running two and three programs weekly in 11 major markets throughout country. Davis, Harrison & Simmonds, Los Angeles, is agency. Effective week of Nov. 11 following markets were opened on 13 week contract with two and three quarter-hours weekly: KOA WRC WNBC WMAQ WBZ WTAM WGY. Earlier, 13 week campaigns were started on KPO KDKA KYW WOWO.

RCA, Camden, N. J., has announced a new radio-phonograph console, model 61 OV1, incorporating AM and FM radio and an automatic record changer, in an 18th century cabinet. RCA's suggested retail price for the nine-tube set is $325.

"And for a Bountiful Harvest We Thank Thee"

Kansas farmers have harvested the largest, most valuable wheat crop in all history. Equalling the astronomical amount received for it will be the value of their 1947 livestock. Add to this *more* millions from the sale of corn, oats, soy beans, etc. Once again, they're the First Families of Agriculture.

But wealth hasn't changed their careful buying habits. They're still guided largely by the friendly recommendations of WIBW—the station they've always preferred—always depended upon. That's why WIBW is a more-important-than-ever sales influence in Kansas and adjoining states.

Serving the First Families of Agriculture

WIBW Topeka KANSAS WIBW-FM

CBS

BEN LUDY
Gen. Mgr.
WIBW-KCKN

Rep.: CAPPER PUBLICATIONS, Inc.

Nose dive

That shot of an air wreck we thought was a honey of a spectacular. The plane piled into four houses just outside of London.

The caption on the picture said that the crew of four and one passenger escaped miraculously. The people in the houses weren't hurt either.

It just goes to show that things aren't always as bad as they look.

That goes for business, too. If your sales have nose-dived in the Baltimore market . . . you can still get up where you belong. The way most advertisers do is to put radio to work . . . and sales by radio in Baltimore means W-I-T-H.

That's the successful independent that delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

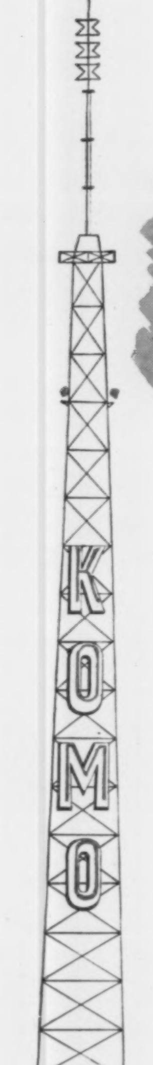
Use W-I-T-H and you'll be on your way up again!

W·I·T·H

AM and FM

Baltimore 3, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed



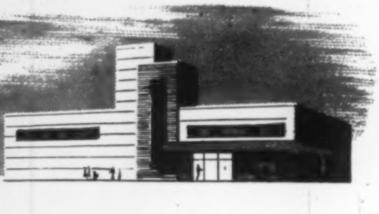
Persuasive Pressure

Suggestions from old friends are usually well received. It's the kind of pressure that makes you *want* to act. KOMO listeners respond this way.

The leadership and popularity accorded KOMO for more than 20 years provides an effective background of friendliness and confidence for your sales message—a background that insures *results* today.

NBC outlet for the Puget Sound area, KOMO long ago captured the area's largest listener audience; has consistently maintained the listener confidence that sells this big, rich market. It exerts the Persuasive Pressure that does the job. It can sell for you — surely, quickly, economically.

KOMO's beautiful new home—one of the finest radio plants in the nation—opens soon in downtown Seattle. New power of 50,000 watts intensifies KOMO's Persuasive Pressure.



NBC AFFILIATE

FOR SEATTLE TACOMA AND THE PUGET SOUND COUNTRY **KOMO**

National Representatives, EDWARD PETRY & CO. Inc. • New York • Chicago • San Francisco • Los Angeles • Detroit • St. Louis • Atlanta • Boston

Los Angeles Soap Co. Gives Radio Credit

Broadcasting Gets Increasing Share of Advertising Money

By RALPH TUCHMAN

"RADIO has kept us in the field even in the face of the largest advertising budgets," says Matt Finehout, Los Angeles Soap Co. vice president in charge of sales and advertising.

And this is a strong recommendation from a firm which has succeeded in holding its own in sales in 22 western states against the strongest advertising thrusts of soap's "Big Three."

Details of the firm's sales status are not available because the corporation is largely controlled by the founding families and no stock listings are necessary.

Secondly, in view of acute competitive condition of the western market, Los Angeles Soap Co. is understandably reluctant to advise competitors of its sales status. The only clue may be had in the estimated advertising budgets credited to the firm in the annual Publishers Information Bureau figures.

PIB Figures

With a limited soap supply available, sales have not been an acute problem for Los Angeles Soap Co. nor for any soap distributor since 1941. But their faith in radio, even during this period, is reflected in its share of the total budget as approximated by the PIB figures for the years from 1941 through 1946. 1941: Radio $97,891; Total $115,363. 1942: Radio $123,489; Total $144,419. 1943: Radio $235,109; Total $264,964. 1944: Radio $259,742; Total $296,152. 1945: Radio $154,304; Total $202,614. 1946; Radio $137,672; Total $190,302.

Radio is nothing new to this organization which was founded in 1860. In fact their first steps in radio date back to the early twenties when the medium itself was learning to walk. At first they bought a nightly hour over one of the Los Angeles stations at a weekly cost of $350. The program consisted of the vocals offered by the White King Quartet (named after one line of soap).

Minus any other identification, Los Angeles Soap continued the program for several months without the benefit of any commercial. Finally over the protests of the station concerned, one member of the quartet dared to state that the program was being broadcast through the courtesy of the Los Angeles Soap Co.

They were cut off the air promptly and a storm threatened. Mr. Finehout laughingly observes this preceded a vice president fade by a fair number of years.

Today, Los Angeles Soap airs three programs in the West. Twice daily and thrice weekly *Frank Hemingway and the News* is heard over 43 stations of the Don Lee Network in addition to 15 Intermountain stations and two Arizona outlets. Morning listeners catch Mr. Hemingway at 7-7:15 a.m.; afternoons he is heard 4-4:15 p.m. In addition seven CBS stations carry *Knox Manning News* at noon five days a week under the banner of this soap sponsor.

In 1930, this 87-year-old firm sponsored what is believed to be the first strip show over the Don Lee coastal stations, then affiliated with CBS. Continuing for 18 months, this program pioneered with premiums (magic tricks in this case).

Raymond R. Morgan, head of the Hollywood agency handling the account, smiles as he recalls the lengths necessary to keep up with the demand for the sundry trick premiums. In one case they even went so far as to have the owner of a defunct clothes-pin plant convert to the manufacture of magic tricks.

Premiums Featured

Continuing feature of firm's advertising has been premiums from that time to date. Most recent offer made during September and October were Ranunculus bulbs. Tieing in with product, listeners are advised "Friends—once again it's time for annual Ranunculus bulb offer brought to you by White King." Then come the specifics of 10 such bulbs for one box top from a package of Merrill's Rich Suds and fifteen cents in coin. Characterized as looking like camellias, the offer is restated and then it's placed in the newscast.

For six weeks starting in July 1947, listeners were offered a top weekly award of a complete kitchen consisting of 12 items in addition to 275 individual weekly awards of single kitchen items. Dollar-wise this was $18,000 worth of premiums for the six-week span.

Book Offer

Prewar, books were used as a come-on. With White King soap box tops as the requisite, listeners were able to obtain one of the 25 best-selling books by mail. Volume was the clue to low-cost production of books and a one cent mailing cost combined to make the offer as attractive to the sponsor as it was to the listener.

Through radio it was then possible to dip into the vast book-buying potential, utilizing a premium to sell the soap a first time and establish the habit through subsequent book purchases.

By establishing the continuity of purchase through premiums, customers grow. That has been an active philosophy of the company and its advertising agency. When the war in Europe broke out, postage stamps were deemed an advisable sales lure.

The stamps were tied into the news with great effect. The first offer following Hitler's entry of the Balkans drew 43,000 responses. Subsequent packets represented war-torn Europe, Pan American countries, Pacific areas, and this country's commemorative stamps.

An example of one of these stamps offers is as follows: "For news about an offer—how's this: There's a new White King stamp offer—it's called the Pan America collection—yours for a dime and a White King box top. Just listen to what you get—40 different stamps from 12 different countries of the Pan American peace conference — a mighty unusual collection. So unusual we could not even get the stamps for it here in the United States. So for six weeks we have had special men in Argentina, Chile, Brazil, Colombia, Mexico, Cuba, Nicaragua and almost every country gathering these stamps and sending them to us in small lots—until at last we have enough to make into packets."

Individual stamps and their scenes are described and listeners are finally advised "there are 40 stamps—no two alike" for a dime and a box top.

The campaign extended for a year with a very real effect upon the wholesale stamp market in the United States. As a direct result of these offers, the Harris Stamp Co., Boston, largest stamp dealers in the country, shut down its premium, wholesale and mail order departments.

Ten Products

Today this soap firm, which was founded a year before the Civil War, directs its selling effort to propel a soap line of ten products: White King Granulated Soap; Scotch Granulated Soap; Calla Lily Granulated Soap; Scotch Triple Action Cleanser; Merrill's Rich Suds; Merrill's Fine Toilet Soap; Sierra Pine Toilet Soap; White King Toilet Soap; Mission Bell Toilet Soap; White King Water Softener.

All this started in 1860 when a young rancher, J. A. Forthmann, purchased a small soap business in the town of Los Angeles. Making the soap by night and selling by day, Los Angeles Soap Co. was a busy office. After 10 years of this, Mr. Forthmann obtained a partner, William Bergin, and the firm moved into its first factory—a one story building 20 by 30 feet. Four years later, after continued progress, the firm moved to its present site at East First Street.

Today the plant extends over 20 acres at this site, housing over 500 employes. F. H. Merrill, a young chemical engineer, was

(*Continued on page 88*)

SPONSOR AND SPONSORED are F. H. Merrill (left), president of Los Angeles Soap Co., and Knox Manning (right), CBS commentator, aired five days weekly on seven western stations.

NEWS STORY

WOR, a great station that has pioneered in newscasting, totals up its technique and the results it produces

There's one news medium in this land, with an invisible masthead that reads: "Circulation, daytime, 3½ million. Circulation, nighttime, 4½ million." The count has been known to leave advertisers limp. The medium is WOR. Instead of a newspaper's three or four editions, WOR dishes out 15 to 19 fact-full newscasts a day. More, it would seem, than any other dispenser of news on the face of the globe. At least twice as much news as any other station in New York.

many a first stone

During the past 15 years, perhaps no other station in the country has done as much as WOR to change the whole conception of radio news reporting. Just as WOR has always pioneered in programming, engineering, promotion and publicity, it has laid many a first stone in the handling of radio news. The reasons? To help the radio industry grow great. But sometimes the reasons were selfish. Essentially, WOR has always demanded that all the news that *is* news, be told honestly, simply and well. But like any good newspaper or magazine editor, WOR has wanted its news to be something that would attract more and more advertisers into its fold. WOR thinks it has done a pretty good job in accomplishing both ends.

the proof's like this:

To be coldly clinical for a minute, take just one out of the 100 different case histories WOR has lurking in its files. Nine announcements aired on a WOR news show, pulled 28,790 requests for the sponsor. Spectacular? Not particularly; just an idea of how a WOR show clocks up sales. And this leap of the listener for what he hears advertised on WOR, shows itself on ALL programs — news, fun, music, drama.

David E. Driscoll, *camera-eyed, dictaphone-eared, but amiable, director of WOR news and special features. His shrewd estimate of what makes news and why, has helped build for WOR an enviable newscasting reputation from coast to coast.*

Continued

There's a sock *in what WOR's newscasters say, but it's based on ethics, accuracy and unerring editing. Seen through the glass are three crack WOR news staffers: (Left, background foreground) Ed Higgins, Carey Longmire, George Brown.*

up and away (far away)

WOR devotes some 23% of its airtime to news. For although other programs, from forums to free-for-alls, are the flesh and bone of any station's life, news is the strong artery pulsating through the whole. More news—straight, human, honest news—is what the public wants—and that's what it gets on WOR.

WOR news wings its way out to the far fringes of 244 counties in 14 states during the day, and umbrellas the homes in 430 counties in 18 states at night. WOR news (and all the programs that surround it) can be heard by 34,057,161 people, or ¼ of the nation's population.

technique—is it a third eye?

What gives WOR such a hold on its listeners? Is it a secret technique? A third eye? A supersonic ear to the ground? Hardly. And yet—

Perhaps the answers cut a swathe across 25 years in time. Even in the beginning, the people who ran WOR had printer's ink in their blood. If they didn't report the news wholesale at first, they certainly *made* news.

On October 1, 1922, WOR sent the first human voice (Sir Thomas Lipton's) sprinting across the Atlantic. On February 18, 1923, WOR united the east and west coasts by radio for the first time in history. These were the opening guns for the sensational growth of radio.

sizzle-by-sizzle

WOR was first to give the dubious public service of frying an egg on the sidewalk and broadcasting the sizzle-by-sizzle description. Chances are, that was one of the first on-the-spot broadcasts of all time.

The public, intrigued, spent its waking hours listening to hear what WOR would be up to next. A mighty mass of them have been doing the same ever since. And this pretty habit of listening to WOR for news and other things, has been lining the pockets of advertisers ever since, too.

news for sale

WOR was one of the first stations to offer unrestricted radio news, for sale, to an advertiser. This was a landmark in the whole long history of news reporting. It started the trend that has made Americans the best-informed, most quickly-informed peoples on earth. For as the sponsor's cash helped cushion the operating expense, as competition grew—stations were able to offer more and better news to more and more people.

Robert S. Wood, *manager of the WOR newsroom—you'd probably call him city editor on any paper. Product of Pulitzer's Evening World, The London Times, Manchester Guardian, he plays a major role in shaping WOR's newscasts into the industry-aped classics that they are.*

Edythe Meserand, *Driscoll's "Girl Friday"; probably the only female who is assistant director of news and special features—of a great radio station. Her skilled handling of WOR special features entertains and informs 34,057,161 people in 18 states.*

Continued

That's Prescott Robinson *on the left whose 8:00 A.M. WOR newscast is probably one of the most listened-to radio features on the Atlantic Seaboard. Center, famed newscaster Henry Gladstone. Right, Roland Yoell, writer. In the rear, seated, dimly seen, is Melvin Elliott, another topster in the news field.*

"in the beginning there was the word"

There's a special art to radio newswriting. The "word" comes first and the "word" in the WOR newsroom is crisp, clear and clean. The point: to give the listener the facts fast and give them true.

WOR's news men are all seasoned members of the fourth estate.

WOR's news staff today adds up to 401 years of news experience.

Using the three great Press Associations, UP, AP and INS . . . WOR writer-reporters take the essence from the tickers, then clarify, localize and add that intangible something that turns out to be the WOR personality, in their stories. There's an unwritten code in the newsroom: no slanting—by word or tone of voice—and WOR writers and newscasters know it and abide by it. This, the station feels, is its prime duty to its public—to give all the facts *as they are*.

local girl weds

Somebody once said: "I can spot the name of my home town on a whole page of type without reading a sentence." If there is one secret to the WOR charm for its listener, it's the EXTENT to which WOR thinks first in terms of the folks its serves. From obits to births to bombs, the slant is: "how does it affect the lives of our listeners?" Every good editor knows this local lure. But few *single* radio stations have the facilities, the staff, the independence to sock home hour after hour, day after day. WOR writer-reporters rip a story off the tickers then hop on the phone or leg it around town to get the home town slant. It's routine stuff. The national and international picture? They're given, and in full. But the gravy that WOR listeners want, what the news means to THEM—is there first.

A good bite *out of the 34,057,161 people in 18 states will listen to what these WOR men will say on the air. On the left is Lyle Van. Piped, suspendered (foreground) is Carey Longmire.*

Sports is news! *Daddy of all American sportscasters is drawling, but decisive, WOR's Stan Lomax. His tangy appraisal of what's what, where, why, when and how, hits the ether at 6:45 P.M. each weekday. He's the idol of the prep, high and college fans. Quite a star.*

WIRE RECORDER

Freshfaced? *Sure, but not fresh. It's WOR's John Wingate. A quiet, news-trained, tracerdown of the unusual. On a paper, he'd be a starred feature writer. Here, he's Wingate, the man who mirrors a harbor fire on a wire recorder at 3:00 A.M.; the fellow whose voice echoes hollowly from the depths of a submarine. He's one of WOR's crack special features men.*

Continued

Like Houdini and Garbo—Vandeventer has a first name. But to thousands of seasoned listeners, the single-sock-sound of "Vandeventer", means news. His 6:30 and 11 PM newscasts are solid habits with WOR listeners.

How's the weather up there? It's gentle, weather-eyed Charles Partridge, WOR's own weather consultant. He prepares—and WOR's Nemo airs—what fishermen, sailors and inlanders call the most complete weather report on the air. 11:25 nightly.

the feudin' and the fussin'

WOR is probably the only station that records local public hearings. During the New York subway fare hearing, during the tempestuous trucking strike union meeting, WOR was on hand, recording the human sounds for all to hear later at 710 on the dial.

WOR was first to rebroadcast momentous speeches made during the day when many of its listeners couldn't hear. A Hitlerian tirade, Roosevelt's declaration of war—the historic pronouncements have been rebroadcast at night.

Whether it's from the yawning depths of a new tunnel, or within scorching distance of a pier fire —WOR's special features people are there, recording or broadcasting the news as it happens.

When there's a traffic snarl, WOR issues bulletins to warn folks off the jammed roads. Come snow, sleet or measles . . . some 500 school superintendents know they have but to phone WOR and the message "no school today" will reach the ears of small fry near and far.

Maybe it's this service to its community that makes 3½ million people in the daytime and 4½ millions at night—turn their dials regularly to 710 for news and other things. Maybe it's because WOR feels concern for *all* of its people, and even serves up a special news show by Joe Bier for the 4,912,637 farming people in its community.

can't go to sleep—yet

Though wives and psychiatrists may twitch at the thought of it, WOR is more than partly responsible for some of the habits of mankind hereabouts. The millions of males (and females) who can't go to sleep before they hear the 11 o'clock news, can point a collective finger at WOR. For WOR started the 11 P.M. news slot 19 years ago and set the pattern for stations everywhere.

But WOR timed its news periods by methods more scientific than wife-baiting. During the war, when a mass of humanity began to work in early shifts, WOR set up a 7 A.M. news broadcast especially for the early risers. By studying the routine of its housewives, WOR discovered that women had time to listen to news after the exit of husband and offspring. A news show was pitched at 10 A.M. especially for them.

Even the length of a news period was eyed and dissected. Five and ten minute shows were tried; the public complained about not enough. Fifteen minute periods were tried. They satisfied. They stayed.

That's Larry Pickard, writer-reporter, topping the ladder of WOR's Library of Historic Recordings (no dizzying trick for war-parachutist Larry). WOR's half-million dollar library boasts transcriptions of nearly every world-shaking news event broadcast during the past 20 years.

it all adds up to...

Over at WOR, they like to feel that news—as WOR gets it and gives it—adds up to many things:

1. For the listener: All the news they want to hear at all the times when they can listen.

2. For the advertiser: the greatest number of potential customers ever gathered by a single radio station.

Listeners, many of whom are attracted by WOR's great news service—who have the habit of turning to WOR and staying with it throughout the day and even through the night.

WOR

—heard by the most people
where the most people are

mutual

DON'T

GIT

BIT

BY

BUG (Ky.)!

For Entomology Lesson No. 1, leave us consider
Bug, Kentucky. Foist; it's very small. Second,
what you'll get from it can only make you sore.
WAVE doesn't aim to broadcast at the Bug-
market. WAVE's coverage is in the *Louisville*
Trading Area — an area which does more busi-
ness (even on Flit!) than the total *balance of the*
State, combined!

If you're itching to sell more stuff in Kentucky,
scratch Bug and come to Louisville. *We* won't bite
you in the end!

LOUISVILLE'S
WAVE

NBC AFFILIATE
FREE & PETERS, INC.,
5000 WATTS . 970 KC
NATIONAL REPRESENTATIVES

POYNTER URGES CITY NOT TO SELL STATION

IN ST. PETERSBURG, Fla. where the city council has been considering the sale of its municipally owned station, WSUN, a prominent broadcaster and newspaper editor came to the defense of city ownership and urged the council not to sell.

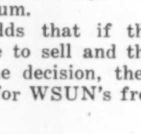
In a letter to the council last week, Nelson Poynter, president of WTSP St. Petersburg, and editor of the *St. Petersburg Times*, suggests that the city keep the station and proposes a plan whereby its financing could be combined with that of a needed auditorium, making the total cost cheaper to the city than if the two projects were undertaken individually.

Mr. Poynter advances the following reasons for his stand: (1) WSUN is profitable financial asset to city. (2) WSUN has and can provide favorable publicity which St. Petersburg depends on. (3) Council may not have legal right to sell without referendum of people (4) Since WSUN pays no federal or other taxes and will rent its proposed transmitter site from the state for $1 per year, it is worth more financially to the city than to any possible purchaser. (5) To contention that it would cost $200,000 to convert to FM, Mr. Poynter offers technical data showing how WTSP is doing it for $100,000. (6) Joint financing with municipal auditorium.

Mr. Poynter adds that if the council does decide to sell and the voters back up the decision, then WTSP will apply for WSUN's frequency of 620 kc.

Barlow Leaves FM Assn.; Joins WSAI Cincinnati

WILLIAM L. BARLOW, public relations director of FM Assn., resigned last week to take a similar post at WSAI Cincinnati, Marshall Field station. Mr Barlow has been in Cincinnati since Aug. 15, when he became ill on a visit to that city.



Mr. Barlow

Mr. Barlow was public relations head of WLW Cincinnati until his transfer to WINS, Crosley New York station, about a year ago. He resigned that post last January, joining FM Assn. in April.

WRR's FM Plans

WRR, Dallas municipal station has received City Council's approval for construction of a $75,000 FM station. Durward J. Tucker, station chief engineer, said $30,000 would be spent on an FM tower, and the rest on equipment. FM broadcasts are expected by next summer.

RECEIVING the 1947 Junior Achievement Annual Radio Award on behalf of Big Four Broadcasting Co. (four Peoria, Ill., high schools) is Calvin Nullmeyer (l), sports announcer for Big Four. Witnessing presentation, made by Frank Stanton (r), CBS president, is J. P. Spang Jr., Gillette Safety Razor Co. president and board chairman of Massachusetts directors of Junior Achievement. Big Four won award for series of broadcasts over WMBD Peoria.

Canada's Oct. Ratings Topped by U. S. Programs

AMERICAN network programs continue to lead in popularity in Canada, according to national ratings for October issued by Elliot-Haynes Ltd. Toronto. First 10 evening network shows in October in Canada were *Radio Theatre* with 33.1, *Charlie McCarthy* 30.8, *Fibber McGee and Molly* 29.7, Fred Allen 27.6, *Ozzie & Harriet* 23.3, *Amos 'n Andy* 20.7, *Meet Corliss Archer* 18.7, *Take It or Leave It* 18.5, *Music Hall* 18.3, and Bob Hope 17.9.

First five daytime shows in October were *Happy Gang* 18 (Canadian program) *Ma Perkins* 15.3, *Big Sister* 15.2, *Pepper Young's Family* 14.7, and *Right To Happiness* 14.1.

Joint Standards Project Started In Hollywood

DISC RECORDING and reproducing standards are to be proposed and defined through an industry-wide project undertaken jointly by the Sapphire Club and Motion Picture Research Council, Hollywood. Questionnaire is in preparation to gather and classify disc recording and processing terms.

Project is under the co-chairmanship of John K. Hillard, Altec Lansing Corp., heading the standards committee, and J. W. Bayless, heading a subcommittee on processing standards. Research Council participation is led by W. P. Kelley and W. V. Wolfe. Representatives are included from the leading phonograph and transcription producers, film producers and allied firms.

WBIB New Haven, Conn., has increased its radiated power to approximately 5000 w with erection of a General Electric 2 Bay antenna over 200 feet above ground level. Mast holding the bays is mounted alongside upper portion of New Haven Police FM tower which is on the roof of the WBIB building.

ON TARGET

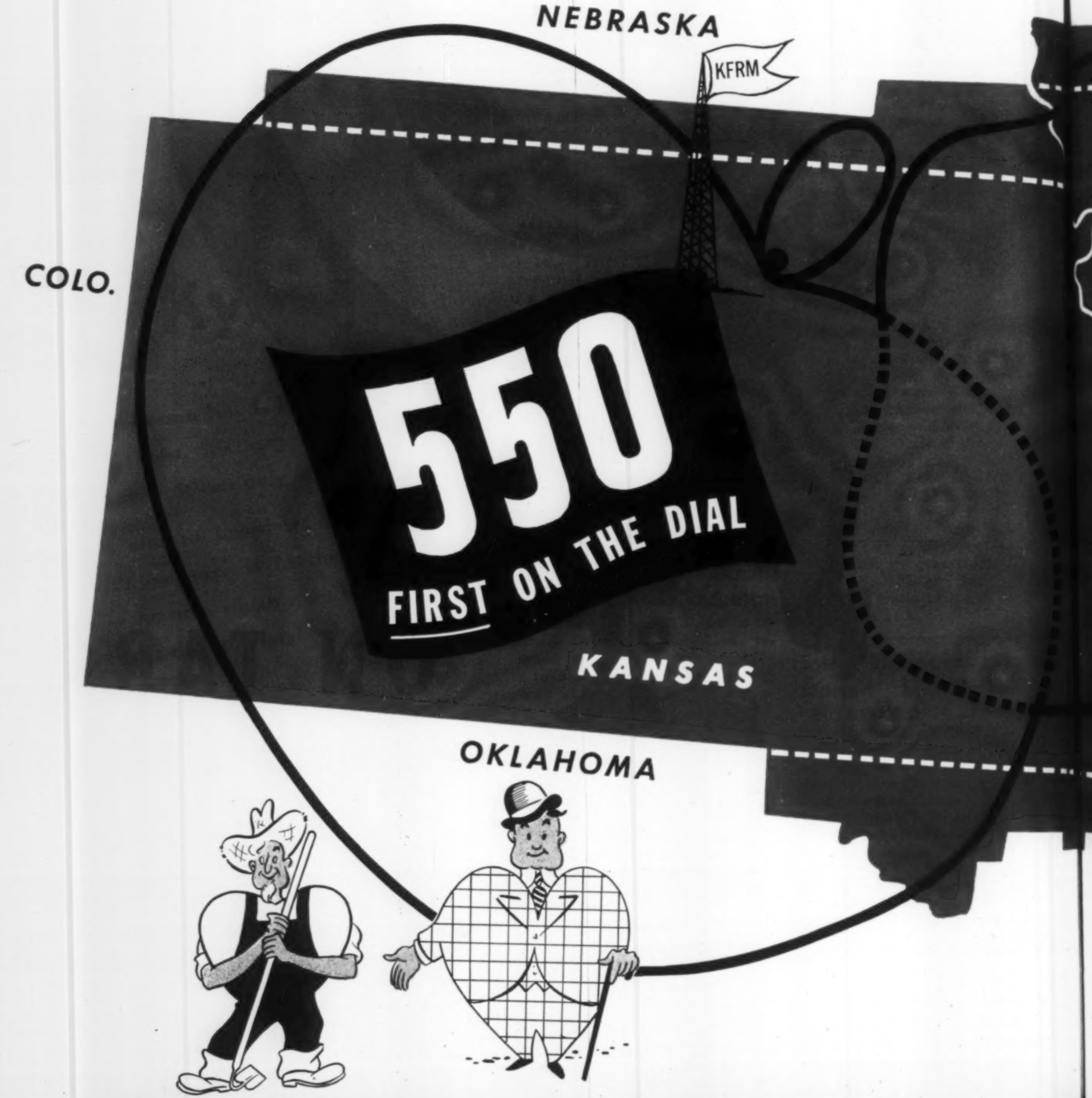
Every touchdown is backed up by hours of planning. Weed and Company service is distinguished, like good football, by intelligent analysis, skillful planning, and a thorough knowledge of successful sales strategy.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • ALTANTA • HOLLYWOOD

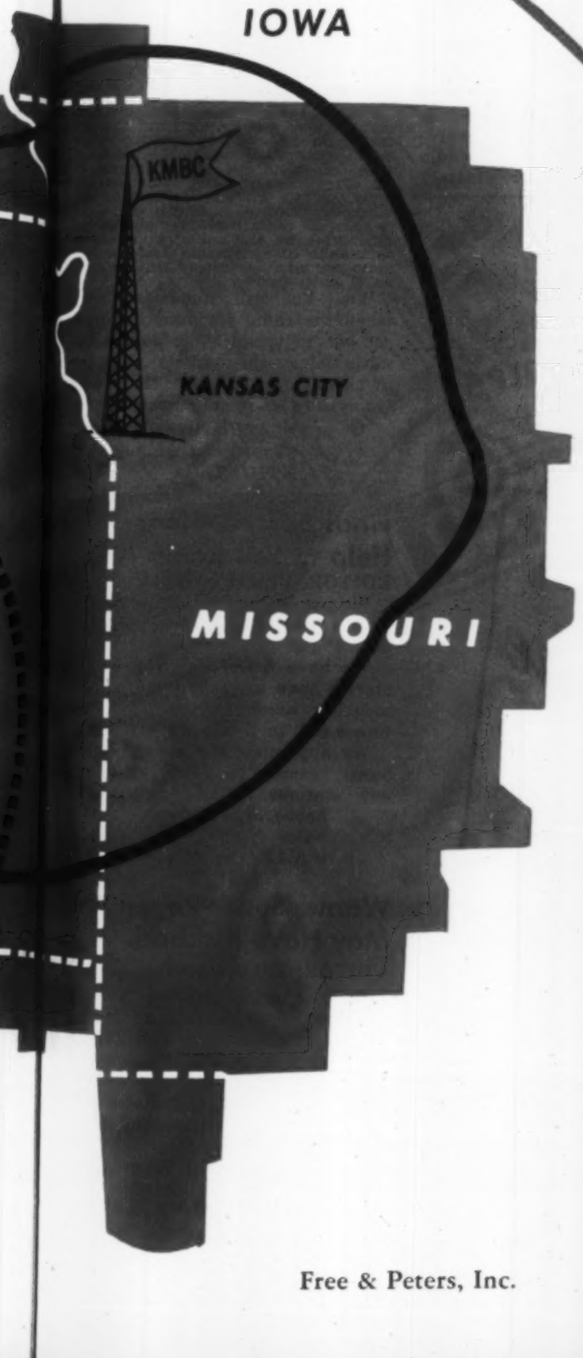
KMBC Announces


NEBRASKA
KFRM
COLO.
550
FIRST ON THE DIAL
KANSAS
OKLAHOMA

KFRM • The Kansas Farm Station in the Heart

KFRM

NOW, FOR THE FIRST TIME, ONE KANSAS CITY BROADCASTER COVERS THE ENTIRE KANSAS CITY TRADE AREA



WE at KMBC proudly announce that on December 7th KFRM – our 5,000 watt "First on Your Dial" (550 KC) service for rural Kansas – officially goes on the air.

You have many times wished one Kansas City broadcaster could furnish you complete coverage of Kansas City's vast primary trade area. You know, too, that because of their common interests the people of a trade territory need a "voice" from their trade territory capital.

The KMBC-KFRM team is our answer to meeting these needs. Note from the map how the KMBC-KFRM primary contours (Jansky and Bailey engineering estimates of 0.5 millivolt contours) envelop most of western Missouri and practically all of Kansas, also parts of southern Nebraska and northern Oklahoma. Effective coverage without waste!

In planning the most effective broadcast coverage possible for the Kansas City trade area we were guided by the findings of Dr. W. D. Bryant, Director of the Department of Research and Information of the City of Kansas City, nationally recognized as a research expert. (If you wish a copy of the study, ask us for it.) The map tells the story better than words possibly can. Of course, we will also make available to you soon mail coverage maps.

The KMBC-KFRM team is available to sponsors for early morning and noon farm service programs, also at certain other times. KFRM alone is available during its remaining hours on the air – at present daytime only.

KFRM will be programmed from KMBC studios, from the KMBC service farms, and from the Kansas City Livestock Exchange Building, as well as from other KMBC program sources.

Please pardon me for mentioning something most advertisers who are users of broadcasting already know – KMBC has developed more successful programs and more "big time" talent than almost anyone else. And we aren't too modest to mention our many Variety and other program awards, nor should we overlook the 1947 Billboard Award for Overall Promotion (regional class). This is the kind of outfit from which you have a right to expect real results when you buy our kind of idea of real, "complete without waste" Kansas City trade territory coverage with the kind of programs the folks out here like.

It's another KMBC "First." This time first to locate an extra transmitting station (it's in north central Kansas) at a great distance from the trade capital to assure good coverage of a large trade area. Ask Free & Peters how economically complete Kansas City trade area coverage can be obtained.

Free & Peters, Inc.

Arthur B. Church
President

of the Nation • Programmed by KMBC from Kansas City

TV Cartoon Makes Hit With Zenith

EDITOR, BROADCASTING:

Sid Hix's television cartoon in your November 3rd issue has rung the bell again with our television crew.

I wonder if we could have a reprint or the original.

N. W. Aram
Engineering Dept.
Zenith Radio Corp.
Chicago 39, Ill.

* * *

Disaster Coverage Aids in Future Plan

EDITOR, BROADCASTING:

I certainly wish to thank you for the tear sheets of the articles from BROADCASTING. . . .

The write-ups carried by you are excellent and are the exact material I have been seeking because it has been quite difficult for me to ascertain an exact picture of the part played by the commercial radio during the Texas City disaster. We received all-out help from that source and a record of the outstanding achievement should be preserved and considered in the formulation of a master disaster plan . . .

Charles A. Pressler
Carbide & Carbon
Chemicals Corp.
Texas City, Tex.

[Editor's Note: Story was in BROADCASTING, April 21, 1947]

Asks Why Set Makers Don't Use Radio More

EDITOR, BROADCASTING:

For several years now I have wondered why radio set manufacturers have not made more use of radio advertising to sell their sets.

I am still wondering!

Today I picked up the paper and find seven radio set ads totaling 323 column inches, which represents an investment by the radio manufacturers of approximately $1,600. Now this is not a lot of money; but multiplied by hundreds of towns like Tulsa, over a period of 365 days in the year, it will amount to quite a sum.

Here are a few of the reasons why I am wondering why so many of our radio set manufacturing friends are so cool toward using radio as an advertising medium.

FIRST: Radio has proven its ability to sell electrical appliances. I'm sure we could do a good job for them.

SECOND: The quality of radio broadcasting depends on the talent and facilities the radio broadcasting industry is able to furnish. Talent and facilities cost money; and the only way the radio industry gets money is through the sale of radio advertising. Wouldn't you think that an industry, such as the radio set manufacturers whose very livelihood depends on the continuance of good radio programs, would consider it good business to spend the major portion of their advertising dollars in the media that makes it possible for them to sell their radio sets?

THIRD: For approximately two months now our station, and the entire radio broadcasting industry, have been cooperating with the National Assn. of Radio Set Manufacturers in an effort to sell more radio sets (a radio set in every room campaign). Sure, our motive is selfish, we want to increase radio listening; but at the same time we are selling hundreds of thousands of new radio sets for the radio set manufacturers. This is done on a gratis basis.

Yes, I'm still wondering why, when the radio set manufacturers set out to spend their dollars for advertising, they spend so many of them in media other than radio —anybody know the answer?

L. A. Blust Jr.
Commercial Manager
KTUL Tulsa

* * *

Finds Success Stories Help to Sell Radio Ads

EDITOR, BROADCASTING:

We are interested in the success stories which you have published during the last year . . . . .

We have found that the weekly stories have been of great help in securing accounts previously not interested in radio advertising.

We appreciate the aid they have been, especially for relatively new stations.

Leonard J. Altman
Sales Staff
WNAF Providence

* * *

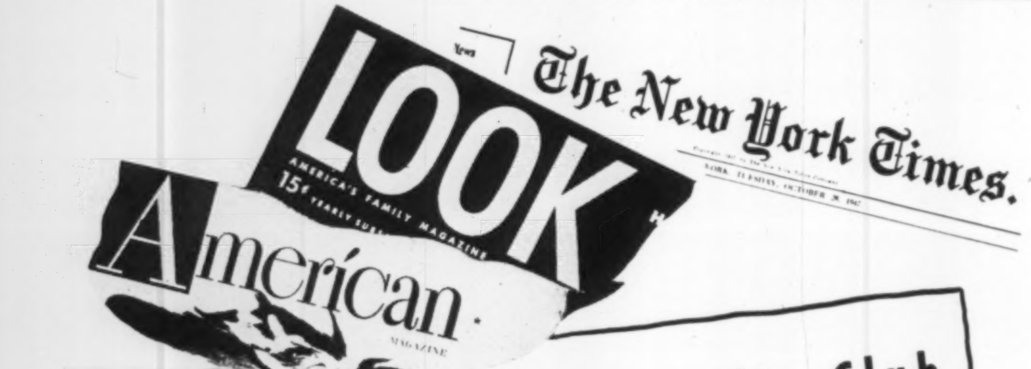
Warns 'Super-Regen' May Have Kickback

EDITOR, BROADCASTING:

In an effort to produce AM-FM combination receivers and FM converters it seems that manufacturers have become overzealous by producing a set at a very reasonable price, but employing a method that may well be another great stumbling block for the FM broadcasters to overcome. This is the "super-regenerative detector" as used in certain AM-FM combinations, and FM converters, now appearing on the market.

The "super-regen" while having many points in its favor has one great disadvantage that should exclude it completely for consideration as a method to receive FM broadcasting. That one item—IT RADIATES. This means that

(*Continued on page 82*)



WTAG Radio Club earns National Fame

Central New England high school boys and girls by the hundreds joined the WTAG Radio Club to learn every phase of radio. News of their class sessions and their complete operation of the station on "Graduation Day" reached nation-wide — three pages of pictures in Look, a spread in Radio Best, a page in Red Book, articles in Seventeen, American Magazine, N. Y. Times, and full coverage in Billboard, Variety and trade papers.

Among 1800 stations, WTAG continues to blaze the trail in public service programs.

WTAG WORCESTER
580 KC 5000 Watts

WTAG-FM

PAUL H. RAYMER CO. *National Sales Representatives.*
Affiliated with the Worcester Telegram & Gazette.

BASIC CBS

VT
NH
VITAL MIDRIFF
MASSACHUSETTS
WORCESTER
CONN

Announcing

OUR NEW WASHINGTON OFFICE

WARNER BLDG.
13th & E St., N. W.
Formerly
The EARLE BUILDING

AVENUE
MT. VERNON
SQUARE
THOMAS
K
NEW YORK
FRANKLIN SQUARE
McPHERSON SQUARE
UNION STATION PLAZA
LOUISIANA
INDIANA
National Gallery of Art
CANAL
MAINE AVE
MARYLAND
PENNSYLVANIA
LAFAYETTE SQUARE
PRESIDENTS SQUARE
WHITE HOUSE
THE ELLIPSE
7TH
12TH
2ND
1ST
3RD
ST

O. J. McREYNOLDS
Manager, Washington Office

L. J. CERVO
Sales Engineer, Washing

GATES

We're right "next door" to everything important in radio broadcasting now with experienced personnel and the best facilities to serve every broadcaster, consultant and attorney.

Just pick up the phone to get any information you need,— if you're in Washington. Feel free to write, wire or phone from any other point. Our facilities are for your use, make the best of them.

The Gates Radio Company.

WASHINGTON, D.C.
TELEPHONE
METROPOLITAN
0522 - 0523

BRANCHES—
Eastern Sales Office: 13th & E. St., N. W., Washington, D. C.
Western Sales Office: 1350 N. Highland Ave., Hollywood 28
Canadian Sales: Canadian Marconi Co., Montreal
International distribution overseas by Westinghouse Electric International Co. 40 Wall St., New York 5

GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

1922-1947 GATES TWENTY-FIFTH ANNIVERSARY YEAR

MULTIPLY BY 100,000

100,000 VISITORS YEARLY SET NEW ATTENDANCE RECORD FOR WFBR!

Advertisers get huge "PLUS" from word-of-mouth praises!

Every weekday—week in, week out—crowds of eager Baltimoreans flock to W F B R (more people yearly than live in Savannah, Georgia). These 100,000 people from all walks of life come to W F B R to see broadcasts, visit modern studios, look at highly merchandised product displays and receive a copy of "Let's Listen"—W F B R's chatty, informative house organ and program highlight guide. They leave with heightened interest in all W F B R programs.

The hundred thousand represent, at no extra cost to you, an intensive *loyalty factor* that can't be duplicated in Baltimore radio. They're the reason we're known as . . .

WFBR

THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

A Hoot for His Life

SAVING a man's life was the farthest thought from David Curtin's mind when he pulled a gag the other day on his WRNY Rochester, N. Y. program. Mr. Curtin did his show one morning from a studio window, and asked passing motorists to toot their horns if they were listening to him. The resulting din satisfied him he had quite an audience. Then a few days ago he received a letter signed, "Your friend, a Canadian." The writer said he was heating chemicals on a Bunsen Burner when the flame went out, allowing gas to escape. He was just about under, he wrote, when the tooting of the horns and Mr. Curtin's voice "stirred me enough to notice the gas. Again I thank you."

Capital Brewery Expands Its Program Sponsorship

CHRISTIAN HEURICH Brewing Co., long a sponsor of evening news and sports programs in Washington, D. C., has entered the field of daytime programming appealing to women, under a contract just negotiated which provides for Heurich sponsorship of 12 WRC programs for 52 weeks.

Contract represents a gross sale of more than $50,000 annually, which the WRC management says is the largest time sale in the capital's radio history. It became effective Nov. 10. Programs included are:

"Tunes and Topics" (food hints with music), Mon.-Wed.-Fri., 9:45-10 a.m.; "Robert Ripley," NBC co-op show, Tues.-Thurs. 1:45-2 p.m.; Guy Lombardo, new Ziv transcription program, Thurs., 7:30-8 p.m.; musical transcriptions, Mon.-Wed.-Fri., 6:30-6:40 p.m and "News of the World" (second edition of Morgan Beatty news roundup), Mon.-Wed.-Fri., 11-11:30 p.m.

INSPECTING miniature chapeaux mailed by KQW San Jose, Calif., to Pacific Coast advertisers and agencies to herald return of Katherine Kerry (l), station's fashion commentator, are Miss Kerry and Joan Leslie, screen star. Miss Kerry has been in Paris, where she officiated as commentator at a fashion show sponsored by San Francisco Manufacturers and Wholesalers Assn. Miss Leslie was star model of the show.

Southwestern Agency Association Holds El Paso Meeting, Elects Runkle President

SOUTHWESTERN Assn. of Advertising Agencies held a three-day meeting in El Paso Nov. 8-10, in which over 30 agency executives participated in a program of agency business panels.

Lowe Runkle, head of Lowe Runkle Advertising Agency, Oklahoma City, was elected president of SAAA, succeeding Tom Conroy of San Antonio. Monty Mann of Tracy-Locke, Dallas, was elected vice president, and Alfonso Johnson, Dallas, was reelected executive secretary and treasurer. Special recognition was given Dan White, Mithoff & White Agency, El Paso, a past president.

Herald Beckjorden, assistant executive secretary of American Assn. of Advertising Agencies, reviewed his organization's policies for the group.

Opinion Poll

An unofficial opinion poll was taken at the convention on various topics. Guessing on television, twelve said it would be five years before they expected to have video sets in their homes; three thought it would be two years; two guessed three years; two were for eight years; and four thought it would be at least ten years.

Poll participants were unanimous in favoring a "strong United States propaganda service to foreign countries," which presumably would include use of radio.

KEPO El Paso, KWFT Wichita Falls and KROD El Paso were hosts at social functions. Next year's meeting will be in Houston.

WSAY'S PRELIMINARY INJUNCTION IS DENIED

GORDON P. BROWN, president of WSAY Rochester and the Federal Broadcasting System, last week lost the second round in his legal battle against the four major networks. Judge Alfred C. Coxe of the U. S. Southern District Court, New York, denied Mr. Brown's request for a preliminary injunction to prevent ABC and MBS from dropping WSAY from their affiliates.

Judge Coxe's verdict was handed down in a memorandum decision which confirmed his earlier tentative ruling on Nov. 7 that on the basis of testimony by both sides he felt WSAY was not entitled to an injunction. Released thus from any further legal attachment to WSAY, ABC switched its Rochester affiliation to WARC on Nov. 12, the morning after the court's decision was announced. MBS expected to switch to WVET Rochester later last week.

Mr. Brown's damage suit for $12,000,000 against the major networks remains on the docket despite the injunction denial. Network attorneys must file a reply to the suit by Nov. 20, but they said that because of legal red tape the case may not be resumed for several weeks or even months.

Preview of Hotel Video System Held in New York

PREVIEW of a television system to be installed in rooms on three floors of the Roosevelt Hotel, New York, late this month was held Nov. 7 at the Long Island City plant of Olympic Radio and Television.

The Roosevelt system will be installed by Hotelevision Inc., a newly-organized firm in which Olympic is importantly interested. It was understood that the system will work from a main monitor board through which programs of three stations will be fed to individual receivers in rooms on the seventh, eighth and ninth floors of the hotel.

Other Hilton hotels, the chain of which the Roosevelt is a member, were said to be contemplating installation of similar systems. Under the Hotelevision Inc. arrangement, that firm pays installation costs and leases the system to the hotel.

It will soon be 630 in Savannah

—and in the homes of over a million people in 79 counties of the great Georgia - Carolina Seaboard Market.

NBC AFFILIATE

WSAV

1340 KC • 5000 WATTS • FULL TIME

HUCKSTERS . . . Meet a Hustler
WIOD
FIRST IN MIAMI

Yeah man, we're hustling from early morning to bedtime--'cause we aim to stay on top in Miami -- by supporting the NBC Parade of Stars with the best local shows, too! That's why WIOD is the station most people listen to most.

National Representatives
GEORGE P. HOLLINGBERY CO.

Southeast Representative
HARRY E. CUMMINGS

JAMES M. LeGATE, General Manager

5,000 WATTS • 610 KC • NBC

it's high time... for methods of station representation to catch up with the progress of radio itself.*

Radio is still growing, still going places. FM, TV and other changes are coming fast. We think the business of station representation should be equally progressive—unless it wants to slip out of gear with radio.

That's why the Bolling Plan was originated... a progressive, intensive program for national spot selling. Its *first* concern is for the station. We feel it is the highest type, most constructive method of representation that any station can have.

The Bolling Plan maintains its *quality* by limiting the quantity of stations it serves. That's why the Bolling list will *stay* small.

No one knows his business more thoroughly than a Bolling man. That includes knowing each Bolling-represented station from sign-on to sign-off, from microphone to audience...each market area down to the last, latest statistic.

Bolling men sell local programs and personalities... not just announcements. They sell the *station*... not just vacant spots on its program schedule. And, day-after-day, they supply constructive suggestions that benefit both station and advertiser.

Bolling men are conscientiously interested in anything that makes radio better, more productive. They are as anxious to plan for tomorrow as they are to sell for today.

(And it can't be done by legislation.)

All this takes much time and intensive effort. The Bolling Plan has now been tested for ten months.

It began as a belief that station representation *can* and *should* be better. Under the Bolling Plan, it is! Who knows better than the stations it has worked for. Here's what two of them say:

> **WNBF, Binghamton, N. Y.**
> *"Six months after The Bolling Company took over our national representation, national sales were up 20% over our biggest year—and this with all four networks now operating in our market. We have never had such effective representation as this in WNBF's history. Bolling men know as much about our market as we do ourselves. We couldn't be happier!"*
>
> Cecil D. Mastin
> General manager

> **WHP, Harrisburg, Pa.**
> *"We're delighted at the way the Bolling organization has gone to work for us. The type of advertisers you have signed is most gratifying. This is mighty fast and amazing results. We feel your success is the result of the close personal knowledge of WHP which each of your men has gotten on his visits to Harrisburg. They are as familiar with WHP as if they were local salesmen. This close association lets us enjoy a relationship rarely existing between station and representative—but a necessity if the station is to enjoy maximum national business. This we have with your organization."*
>
> A. K. Redmond
> Station manager

For the first time, here is a new, aggressive type of station representation at work. Obviously The Bolling Plan is applicable only to a small, well-managed list of stations. In return, it provides aggressive, resultful representation—the kind that makes the difference between ordinary "representation" and *action*.

The Bolling Company *radio station representatives*

NEW YORK • CHICAGO • HOLLYWOOD

RED FACES

Judy Hadn't Been KIST Until Butcher Fixed It

IT WAS an embarrassing position Harry Butcher, owner of KIST Santa Barbara, found himself in a few weeks ago when he returned from the East Coast. While he was gone, M-G-M had arranged to make KIST the locale of a movie of the NBC series, *Date With Judy*. Trouble was, KIST wasn't carrying *Date With Judy*.

Fin Hollinger, KIST manager, had signed the agreement, and films had already been made of the high signs on two sides of the building flashing "Radio KIST."

So Mr. Butcher went into prompt action and within a few days KIST had the program from NBC. Now everybody is feeling much better.

WINNER of television receiver offered as door prize at "Kate Smith Day" luncheon at Boston's Hotel Somerset Nov. 3 is congratulated by Kate. The winner: Thomas J. Bowen, Reingold Co. Advertising Agency. Waiting to extend their congratulations (l to r): John Shepard 3d, chairman of Yankee Network board; Tom O'Neil, General Tire and Rubber Co.; Linus Travers, general manager, Yankee Network, and George Steffy, vice president of the network.

MUSIC SELLS when EDDIE CHASE

SPINS THE PLATTERS

MUTUAL BENEFIT
Health and Accident
Association

UNITED BENEFIT
Life Insurance
Company

EARL B. BRINK AGENCY

Michigan State Branch Office, Detroit 26, Michigan

August 7, 1947

Mr. Eddie Chase, CKLW
3300 Guardian Bldg.
Detroit 26, Michigan

I thought it was high time that I dropped you a little note telling you what a good job you have been doing for us in the business of getting leads over the air.
Looking back on your over-a-year record at WXYZ, I notice that you averaged a minimum of 100 leads a week. Since moving to CKLW in May, you have maintained this high average—in fact, you have even stepped it up and gotten us a few more leads each week. We are well pleased with the job you have been doing for us and I know that you'll be able to keep up this fine record. Let me know if there is anything we can do to help.

EARL B. BRINK AGENCY
R. M. Clark

RMC:MT

IN THE DETROIT AREA IT'S—

CKLW

MUTUAL SYSTEM

ADAM J. YOUNG, JR., Inc.
National Representative
•
H. M. STOVIN, Toronto
Canadian Representative
•
J. E. CAMPEAU, President

Worldwide Radio System Is Proposed

Benton Urges UNESCO to Lead In Peace Communications

ESTABLISHMENT of an international radio system by the United Nations, with UNESCO taking the lead in its programming activities, was recommended last Monday by William Benton, former Asst. Secretary of State and now chairman of the U. S. delegation to UNESCO.

Speaking before the second general assembly of the international group in Mexico City, Mr. Benton declared: "It should be the task of UNESCO to learn how the printing press, radio and films may best be used for its purposes. The modern means of communication must be dedicated to the cause of peace."

'Answer' to Threat

On the matter of American participation, Mr. Benton said that "the people of the United States proffer their services as partners but do not wish to dominate UNESCO." Contending that this was "our answer to the threat of a two-world system," the U. S. chairman said that "UNESCO should not be an Anglo-American monopoly."

President Truman, in a telegram to Mr. Benton, sent the following message: "I am confident that this second general conference of UNESCO will be able to strengthen the principles of free inquiry, free expression and free collaboration as a sound foundation for a lasting peace. The full support and the best wishes of the American people are with you."

TV Not Yet Appreciated, Gerl Tells Boston Kiwanis

THERE IS too little appreciation that television is really a brand new form of entertaintment, Joseph Gerl, president of Sonora Radio and Television Corp., stated Thursday in a talk before the Kiwanis Club of Boston, meeting at the Hotel Touraine.

"Television," he said, "is usually described as radio plus pictures, or it is referred to as movies brought into the home or by some other analogy. Yet the fact is that television is far more than radio plus pictures, just as the automobile is far more than a wagon with an engine."

"An examination of current television programs" Mr. Gerl said, "shows that the technique is not a radio technique because the emphasis is on more than meets the ear. Nor is the technique a simple carryover from the movies, since in television we do not have the elaborate stage or apparatus, and have an immediacy not evident when one attends a picture show in the movie house."

He added that "the whole technique of presenting commercials on television is a departure from the radio technique."

Patricia Meets Her Dream Band

PATRICIA was only eight, yet she knew what she wanted . . . To see her dream band, the WBAP-820" Red Hawks."* That's why she and her parents drove some 300 miles-recently to visit WBAP-820's studios.

Like Patricia, her mother and father are also fans of the "Red Hawks." In fact, they started listening to the program four years before Patricia was born.

Unusual? No, not as programs go on WBAP-820. But it is significant of the station's quarter century of broadcasting . . . . A truly great coverage . . . . Lasting production . . . . Millions of loyal listeners whose ranks are reinforced each year by little Patricias and little Patricks of the Southwest. As adults, they, too, will buy the products WBAP-820 represents.

If you want to sell this rich Fort Worth-Dallas market area as Hawk and Buck (12-year sponsor of "Red Hawks" and manufacturers of Hawk Brand Work Clothes) has done, you'll certainly want WBAP-820.

* 12:45 p.m. Monday through Friday. Placed with WBAP-820 by Willson-Carraway Advertising Agency, Fort Worth.

Amon Carter, Pres. Harold Hough, Dir. George Cranston, Mgr. Keith Baldwin, Natl. Sales Rep.

FREE & PETERS, INC. *National Representatives*

Fort Worth:
Star-Telegram Bldg.
3-1234

New York:
444 Madison Ave.
Plaza 5-4130

Hollywood:
6331 Hollywood
Hollywood 2151

San Francisco:
58 Sutter
Sutter 4353

Atlanta:
322 Palmer Bldg.
Main 5667

Chicago:
180 N. Michigan
Franklin 6373

Detroit:
3463 Penobscot Bldg.
Cadillac 4255

ABC
570 Kc
5,000 watts

NBC
820 Kc
50,000 watts

WBAP
THE STAR-TELEGRAM STATION
SINCE 1922

Lone Star Chain

Texas Quality Network

FORT WORTH 2, TEXAS

Fulton Lewis, jr.

LOYAL LISTENERS

make loyal customers

Of the millions of radio listeners who hear Fulton Lewis, jr. every week, some *1100 write or wire him* in an average seven-day period. (One month in 1946 over 10,000 of his faithful followers "reported in.") Such loyalty carries over to the products of his varied co-operative sponsors.

more than 288 stations

carry the locally sponsored Fulton Lewis, jr. program. He's available in a few choice localities where he's carried sustaining. If you need a loyally followed program—with NATIONAL prestige—at LOCAL rates—wire, phone or write *now* for availabilities.

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

CO-OP

WRUL Intends to Broadcast Successful 'Business Bulletins' in Spanish Language

ALTHOUGH WRUL's *American Business Bulletins* program has been beamed at Latin America for less than two months, the response to this series of weekday quarter-hour broadcasts of commercial news and market prices has been so great that plans are already afoot to add a Spanish-language edition to the current series in English, according to Maurice F. Du Hammel, executive assistant to President Walter S. Lemmon of World Wide Broadcasting Foundation, operator of the New York shortwave station.

Program comprises the top industrial, financial and commercial news of each business day, plus the closing prices of the major stocks on the New York Stock Exchange, the Curb Exchange, and the major commodity markets, these prices being supplied by Merrill, Lynch, Pierce, Fenner & Beane. It is broadcast Monday through Friday at 4-4:15 p.m. (EST) to Europe and at 5:45-6 p.m. to Latin America and Canada. European broadcasts began in June; those to our neighboring American countries in September.

Reuther Story

The Nov. 10 script started off with a two-paragraph story about Walter Reuther's fight for control of the United Automobile Workers Union, then holding its annual convention. Following were shorter stories about Standard Oil of California finding a new oil field in Alberta, the report of the committee on foreign aid that Europe will need between 12 and 17 billion dollars in the next four years, U. S. Plywood's acquisition of cutting rights to a billion feet of timber, a price increase for General Tires, Hudson Motors' largest advertising campaign in history for its new models, higher prices for the 1948 models of Studebaker and Nash, and a possible price boost for candy bars resulting from a world shortage of cocoa beans.

Then the closing prices of common stocks on the New York Stock Exchange, the Curb and the commodity quotations were given. For the benefit of listeners for whom English is a foreign tongue, Announcer Jack Seltz repeats each number, reading it first, for example, as 47½ and then repeating it as four, seven and one-half. This process is also helpful to those who keep a written record of the listings, Mr. Du Hammel said, adding that World Wide is trying to work out a way to supply listeners on request with pads on which the name of the stocks would be listed, so that they would have to write only the price quotations. As a non-profit educational institution, World Wide has to scratch to find money for such extras as that, he said.

Some 20 of the 80 stocks reported on in the Nov. 10 broadcast were added at the direct request of one or more listeners, Mr. Du Hammel reported. He quoted from a letter from Barcelona, Venezuela, written by a Gulf employe who in asking that the Gulf Oil stock quotations be broadcast mentioned that this information would be of great interest to the more than 1,000 Gulf employes in that area. Employes of United Fruit and other companies with large interests abroad have made similar requests, he said.

Letters from businessmen in Europe and other parts of the globe echo those from Latin America in expressing thanks for the business news which, they say, is unobtainable in any other way, as market reports in printed form are not generally available until weeks afterwards.

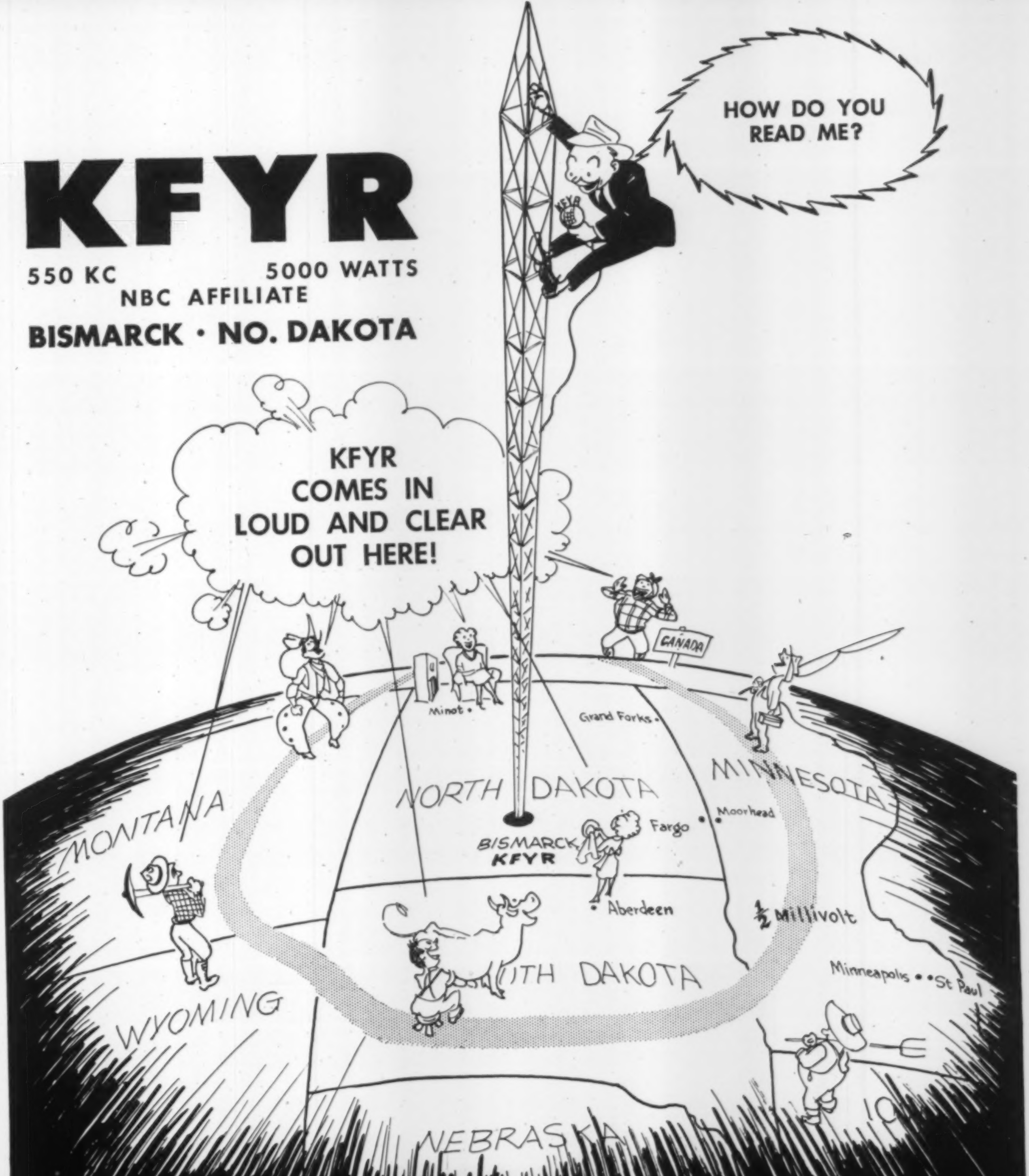
IRE Heads Named

THEODORE HUNTER of Iowa City, Iowa, was elected director of Central Region, Institute of Radio Engineers, for 1948, and A. Earl Cullum Jr. of Dallas, Tex., was elected director of the Southern Region. It was erroneously reported [BROADCASTING, Nov. 10], Mr. Hunter would head the Southern Region.

TIP:
TURN TO
DOUBLE
SPREAD
OF THIS ISSUE

KFYR

550 KC **5000 WATTS**
NBC AFFILIATE
BISMARCK · NO. DAKOTA


HOW DO YOU READ ME?
KFYR
KFYR COMES IN LOUD AND CLEAR OUT HERE!
CANADA
Minot
Grand Forks
NORTH DAKOTA
MINNESOTA
MONTANA
BISMARCK KFYR
Fargo
Moorhead
Aberdeen
½ Millivolt
TH DAKOTA
Minneapolis
St Paul
WYOMING
NEBRASKA
IO

Yes - KFYR comes in loud and clear in a larger area* than any other station in the U. S. A.

* An excellent frequency (550 KC), a 704 foot antenna, and a location right in the center of the best soil conductivity area in the United States — all combine to give KFYR a ½ millivolt coverage area larger than any other Radio Station in the United States regardless of power! And within that area the farm income alone will be close to TWO BILLION DOLLARS for 1947! Seed your advertising dollars in this rich portion of the United States and Canada and reap a bumper crop in return. Ask any John Blair man for availabilities.

BARNOUW IS ELECTED RWG NATIONAL HEAD

ERIK BARNOUW, New York radio writer and dramatist, was elected national president of the Radio Writers Guild succeeding Sam Moore last week, it was announced by Roy Langham, RWG national secretary. Mr. Barnouw's sweep of the New York and Los Angeles memberships was described as virtually unanimous. Chicago withdrew its opposing candidate.

Welburn Kelley was elected vice president of the RWG Eastern Region and the following were named to the Eastern Region Council: Peter Lyon, Robert Newman, Max Wylie, David Driscoll, and Leon Meadow. Designated as alternates were Ira Marion, Philo Higley, Priscilla Kent, Elaine Carrington, and Elizabeth Hart. Robert Cenedella, David Driscoll, Philo Higley, and Julian Funt were named to represent the RWG on the council of the Author's League of America, the union's parent organization. All of the foregoing are for two years.

Mr. Barnouw, the new RWG president, teaches radio courses at Columbia U. In addition to his writing activities, Mr. Kelley is currently writing *The Big Break* on NBC. Mr. Lyon is chairman of the Guild's negotiating committee and a former president.

SITE OF
WXLT
"THE AIR CASTLE OF THE NORTH"
ELY MINN

MAYOR of Ely, Minn., Mathew Marolt, scoops out first shovelful of dirt at site of city's new station, WXLT. Lookers-on (l to r): Cyrille Fortier, president of Ely Chamber of Commerce; Charles W. Ingersoll, owner and manager of WXLT; William P. Ingersoll, superintendent of construction, and Stanley Pechaver, secretary of Chamber of Commerce

Ratner Co. Plans

VICTOR M. RATNER Co.'s activities will be carried on by Tom Fizdale, long a leading figure in the public relations field, it was announced last week by Victor M. Ratner, head of the firm, who returned to CBS Nov. 3 as vice president in charge of advertising and promotion. Mr. Fizdale, who also has publicity offices in Chicago and Hollywood, will make his New York headquarters at the Ratner offices at 515 Madison Ave.

5000 WATTS DAY . . . 1000 WATTS NIGHTS
KMLB
MONROE, LOUISIANA

KMLB has more listeners than all other stations combined in Northeastern Louisiana

For the third straight year, authenticated listening surveys conclusively prove that KMLB has more listeners in Monroe and Northeastern Louisiana THAN ALL OTHER STATIONS COMBINED!

Reach this $103,629,000 annual buying power with KMLB—the only radio facility clearly heard in this area!

REPRESENTED BY

TAYLOR-HOWE-SNOWDEN *Radio Sales*

AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.

J. C. LINER, JR., Mgr.

PEATMAN BOOK GIVES VALUABLE STATISTICS

DESCRIPTIVE AND SAMPLING STATISTICS. By John Gray Peatman. 577 pages. Harper & Bros. New York. $4.50.

DR. PEATMAN, associate professor of psychology and associate dean of College of Liberal Arts, City College of New York, in his preface to descriptive and sampling statistics describes the volume as a textbook. However, it would seem to be a valuable handbook or reference work for the man who has occasional need to check a market research finding or technique, which includes just about every executive in advertising.

The author attempts, he states, "a balanced presentation that will teach the student not only how to compute a statistical measure but when to use a particular technique and how to interpret a result. The student who is interested primarily in a social science and only secondarily in statistics—as a means to an end, a tool—can obtain a sound working knowledge of the subject without, for example, being able to differentiate the normal probability distribution by means of the calculus."

In addition to an exhaustive index, the volume contains tables of statistical functions, squares, square roots, reciprocals and random numbers, and glossaries of symbols and of the principal statistical formulas. Text pays more than usual attention to the calculation. For example, 20 pages are devoted to describing and illustrating the various graphic methods of presenting and comparing categorical data.

KLIF GETS THE BIRD

New Station Has Parrot For Announcer

MASCOT and advertising symbol of the new KLIF Dallas is a parrot named "Klif," who announces. An application is now with Lloyd's of London for a $100,000 life insurance policy on the bird. The station is assigned 1 kw on 1190 kc, daytime. It went on the air Nov. 9.

News fare will include a novel "misanalyst" known as Lowell Gram Kaltenheater. Kaltenheater is Gordon R. McLendon, executive director of KLIF and son of Barton R. McLendon, theatre chain owner and station president. Young Mr. McLendon got up Kaltenheater for soldier entertainment when he was in the Pacific.

Station manager is Aubrey H. Escoe, formerly of KAND Corsicana, Tex. Other personnel include Paul Monroe, program director; David Ward, promotion director, and Glenn Callison, engineer.

The McLendons operate Tri-State theatres in Louisiana, Oklahoma and Texas, and KNET Palestine, Tex.

Station operates daytime on 1000 w on 1190 kc with studios in the 12th floor penthouse of Cliff Towers.

Radio Station WSPA

announces the appointment of

ROGER A. SHAFFER

as Managing Director of

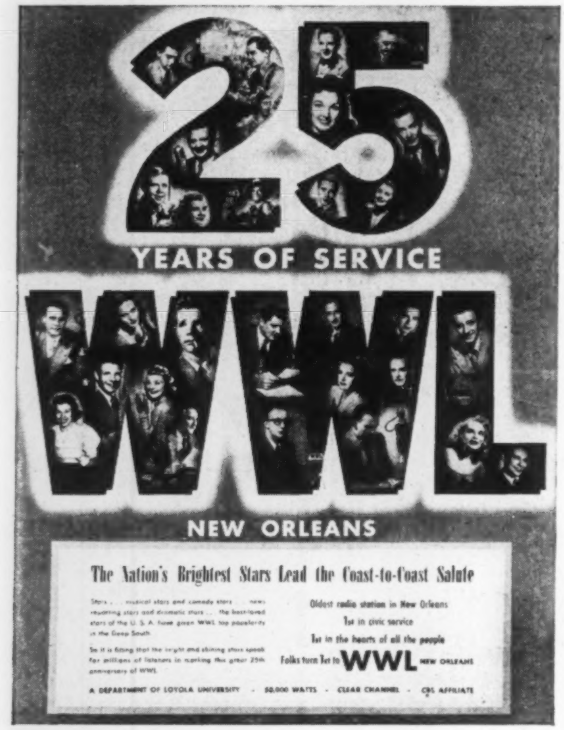
WSPA and WSPA-FM

Spartanburg, South Carolina

WSPA and WSPA-FM, Spartanburg, South Carolina—5000 watts day, 5000 watts night, 950 kilocycles

CBS—Represented by Hollingbery

WWL ADVERTISING
BUILDS YOUR AUDIENCE


25
YEARS OF SERVICE
WWL
NEW ORLEANS

The Nation's Brightest Stars Lead the Coast-to-Coast Salute

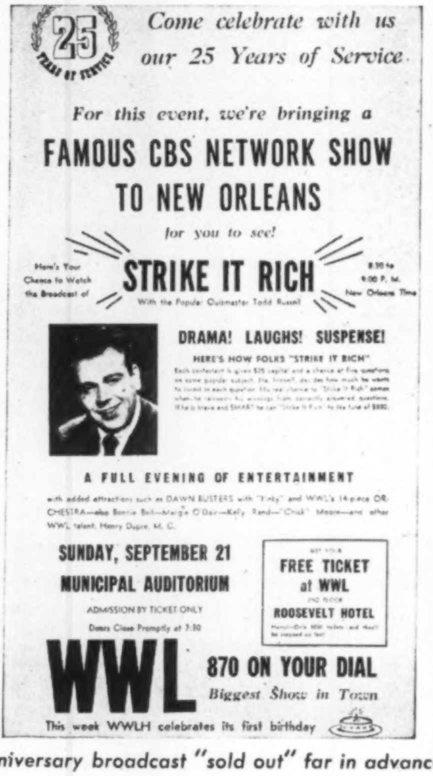
Stars . . . musical stars and comedy stars . . . news reporting stars and dramatic stars . . . the best-loved stars of the U. S. A. have given WWL top popularity in the Deep South.

So it is fitting that the bright and shining stars speak for millions of listeners in marking this great 25th anniversary of WWL.

Oldest radio station in New Orleans
1st in civic service
1st in the hearts of all the people
Folks turn 1st to WWL NEW ORLEANS

A DEPARTMENT OF LOYOLA UNIVERSITY - 50,000 WATTS - CLEAR CHANNEL - CBS AFFILIATE

Full page in color showing the stars of CBS and WWL


25 YEARS OF SERVICE

Come celebrate with us our 25 Years of Service

For this event, we're bringing a

FAMOUS CBS NETWORK SHOW TO NEW ORLEANS

for you to see!

Here's Your Chance to Watch the Broadcast of
STRIKE IT RICH
With the Popular Quizmaster Todd Russell
8:30 to 9:00 P. M. New Orleans Time

DRAMA! LAUGHS! SUSPENSE!

HERE'S HOW FOLKS "STRIKE IT RICH"

Each contestant is given $25 capital and a chance at five questions on some popular subject. He, himself, decides how much he wants to invest in each question. His real chance to "Strike It Rich" comes when he reinvests his winnings from correctly answered questions. If he is brave and SMART he can "Strike It Rich" to the tune of $800.

A FULL EVENING OF ENTERTAINMENT

with added attractions such as DAWN BUSTERS with "Pinky" and WWL's 14-piece ORCHESTRA—also Bonnie Bell—Margie O'Dair—Kelly Rand—"Chick" Moore—and other WWL talent, Henry Dupre, M. C.

SUNDAY, SEPTEMBER 21
MUNICIPAL AUDITORIUM
ADMISSION BY TICKET ONLY
Doors Close Promptly at 7:30

GET YOUR
FREE TICKET
at WWL
2ND FLOOR
ROOSEVELT HOTEL

WWL 870 ON YOUR DIAL
Biggest Show in Town

This week WWLH celebrates its first birthday

Anniversary broadcast "sold out" far in advance

ADVERTISING
WWL 25th ANNIVERSARY

Illuminated poster board reminds Orleanians of WWL's 25 years of service

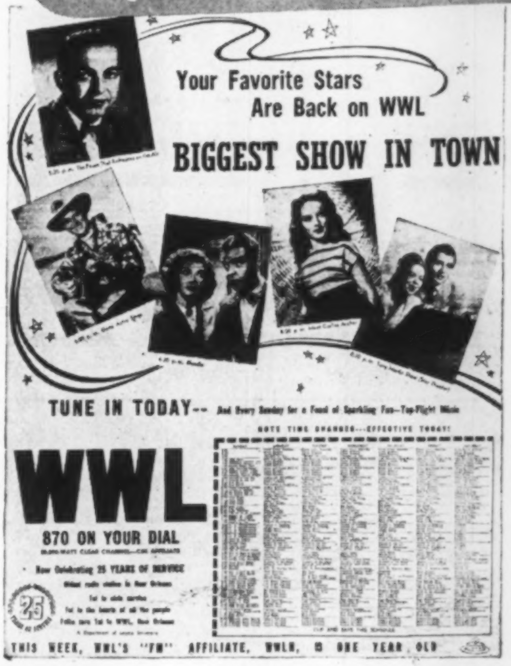
WWL
870 ON YOUR DIAL
25
Years of Service

ADVERTISING our advertisers

Street car dash signs promote all WWL shows every month in the year

446
WWL 870
The EDITOR'S DAUGHTER
MON. thru FRI - 9:45 A.M.
BOND BREAD

ADVERTISING
THE BIGGEST SHOW IN TOWN



Your Favorite Stars Are Back on WWL

BIGGEST SHOW IN TOWN

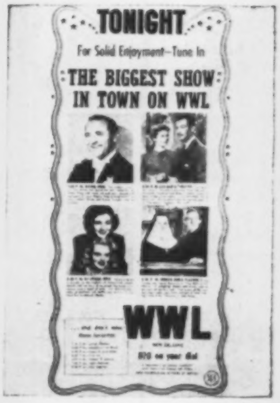
TUNE IN TODAY-- And Every Sunday for a Feast of Sparkling Fun—Top-Flight Music

WWL

870 ON YOUR DIAL

THIS WEEK, WWL'S "FM" AFFILIATE, WWLH, IS ONE YEAR OLD

Full page advertisment in New Orleans newspapers heralds new fall season, gives new listening timetable



TONIGHT

For Solid Enjoyment—Tune In

THE BIGGEST SHOW IN TOWN ON WWL

WWL

870 on your dial

Approximately 50-1,000 line ads will run during the fall season

No Wonder—More and More and More

Folks Turn First to

WWL

NEW ORLEANS

A DEPARTMENT OF LOYOLA UNIVERSITY

50,000 Watts - Clear Channel

CBS Affiliate

Represented nationally by the Katz Agency

GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

CONTINUANCE of free radio in the U. S. was urged by Justin Miller, NAB president, in an address before a U. S. Junior Chamber of Commerce luncheon in Washington. The affair marked completion of 24,000-mile tour by National J. C. of C. President John Ben Shepperd to indoctrinate young men of the country with a better appreciation of democracy.

FAB to Meet

FLORIDA Assn. of Broadcasters will meet Saturday, Dec. 6, at the Soreno Hotel in St. Petersburg, W. G. (Bill) McBride, of WDBO Orlando, association's secretary-treasurer, has announced.

EXTENSIVE FAIR COVERAGE

Westinghouse Stations Across Country Broadcast On-the-Scene Programs Before Big Crowds

WESTINGHOUSE stations, setting new records in the scope of their special events coverage, have featured more than 100 on-the-scene programs from fairs, festivals, expositions and sports events from coast to coast in recent months.

Total attendance at these affairs is estimated at well over 3,500,000 persons by General J. B. Conley, who inaugurated the stepped-up coverage as an added public service.

"This type of program is as old as broadcasting itself," Mr. Conley said, "but we feel that good special events cannot be overdone."

He said the best attended event was the Allegheny County (Pa.) Free Fair, which drew more than 1,500,000 persons to Pittsburgh's South Park. KDKA coverage included presentation of 22 programs from its booth on the grounds and from the main stage before the grandstand.

Next in order of attendance was the Indiana State Fair at Indianapolis, which drew nearly 700,000 visitors. WOWO Fort Wayne covered this one-week exhibition with 20 programs from the fair grounds.

In the Pacific Northwest, KEX Portland accounted for 30 broadcasts from six events which attracted more than half a million visitors. These events included the annual Portland Rose Festival, the Elks National Convention, the Pendleton Roundup, the Waldport Salmon Derby, the Pacific International Livestock Exposition, and Ryder Cup golf play.

KYW Philadelphia had special representation at Reading and Allentown (Pa.) fairs, which attracted more than 500,000 visitors.

WBZ-WBZA Boston featured 20 broadcasts from the Eastern States Exposition, which drew more than 400,000 visitors to Springfield, Mass.

Audience acceptance of the series, said Mr. Conley, has been better than anticipated and plans are underway for a still more ambitous year-around special events effort in all Westinghouse stations.

VIDEO PREMIERE of "Beyond Our Own," 40-minute movie made jointly by 19 major protestant denominations and 13 interdenominational groups, was to occur yesterday (Nov. 16) on CBS television. First of a series of church messages to be presented on film by Co-operative Portestant Film Commission, program originated at WCBS-TV New York and was fed by AT&T coaxial cable to WMAL-TV Washington and WMAR Baltimore for simultaneous transmission.

TV OVERPROMOTION IS UNWISE — SHOUSE

OVERPROMOTION of television is being discouraged by James D. Shouse, president of the Crosley Broadcasting Corp. In answer to a letter printed in the *Cincinnati Post*, asking "Why aren't we getting more television service faster in Cincinnati?", Mr. Shouse pointed out the danger of premature presentation of television to the public.

"We want to sell a lot of sets to a lot of people for a long time," Mr. Shouse said, "and not a few sets to a few people for a short time." In reference to W8XCT, Crosley's experimental video station, Mr. Shouse declared that the outlet will continue on a test basis for several months "until our men learn every available technique and acquire the backlog of programming experience requisite to intelligent commercial operation. . . .

"Not until we can deliver a picture the equal or superior to any other in the country, on a power at least equal to any other in the world, will we deliver television as an accomplished art to our audience," he said. W8XCT, according to present plan, will become commercial station WLWT in February 1948. Crosley's investment in Cincinnati television to date is $700,000, plus operating costs averaging between $7,000 and $8,000 monthly.

WSGN
THE NEWS-AGE-HERALD STATION

Still FIRST

MORNING AFTERNOON EVENING

C. E. Hooper Station Listening Index**

Summer Report (May Through September, 1947 Measurement)

	WSGN	Station A	Station B	Station C	Station D*	Station E
Monday thru Friday MORNING 8 A.M. to 12:00 Noon	**37.3**	32.3	16.6	6.3	3.8	3.6
Monday thru Friday AFTERNOON 12:00 Noon to 6:00 P.M.	**31.5**	23.4	27.8	9.9	4.3	2.9
Sunday thru Saturday EVENING 6:00 to 10:00 P.M.	**35.3**	28.2	29.8	2.0		2.2

Every Day More and More People Get the WSGN Habit

*Station D operates day time only. **For Metropolitan Birmingham

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YOU MAY FLY AROUND THE WORLD IN 73 HOURS*—

BUT . . . YOU CAN'T HOP INTO WESTERN MICHIGAN FROM ANY OUTSIDE POINT!

If you made an aerial reconnaissance over Western Michigan, you wouldn't see any obstacle to keep "outside" radio stations *really out* of this big area. Believe us, though, there is a wall of fading that very effectively cuts off good local reception of even the most powerful outside stations.

But Western Michiganders do get perfect reception from their two top-notch CBS outlets right in their own area—WKZO in Kalamazoo and WJEF in Grand Rapids. These two stations have an outstanding record—a 10.7% greater morning Share-ofAudience, for instance, than *all* the combined stations of *any other one network!* (Hooper Report for Spring, 1947.)

That's only one of several things you should know about WKZO-WJEF. You'll be interested in the others too. Write us for complete facts, or ask Avery-Knodel, Inc.

** Bill Odom flew around the world in 73 hours 5 minutes in August, 1947.*

WKZO
first IN KALAMAZOO
and GREATER WESTERN MICHIGAN
(CBS)

WJEF
first IN GRAND RAPIDS
AND KENT COUNTY
(CBS)

BOTH OWNED AND OPERATED BY
FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Make Hay in

North Carolina-
The South's
No. ① State

With WPTF

North Carolina's
No. ① Salesman

WPTF's Primary

Has More Farm Income Than Any Southern State Except North Carolina Itself.

	Gross Farm Income
North Carolina . . .	$712,604,000
WPTF Primary . . .	640,895,000
Kentucky	490,285,000
Florida	423,728,000
Georgia	419,583,000
Virginia	383,722,000
Tennessee	367,721,000
Mississippi	333,528,000
South Carolina . . .	259,925,000

VA.
N.C.
S.C.

WPTF
680 KC 50,000 WATTS NBC AFFILIATE
Raleigh, North Carolina

FREE & PETERS, Inc., National Representatives

"RETAIL SALES exceed One Billion Dollars in 78 counties where WPTF has 50-100% BMB penetration. 2,876,500 people live in this primary market." Richard Mason, Manager

FOUR NEW AFFILIATES MAKE CBS TOTAL 171

FOUR new stations have joined CBS, bringing the network's total of affiliates to 171, it was announced last week by Herbert V. Akerberg, CBS vice president in charge of station relations.

KLOU Lake Charles, 1-kw outlet on 1580 kc, joined CBS Nov. 1. The affiliation of WVAM Altoona, Pa. becomes effective when the station goes on the air about Dec. 15 with 1 kw on 1430 kc. WKRG Mobile, Ala., also is scheduled to join CBS at that time with 1 kw day and 250 w night on 710 kc.

KLAS Las Vegas, Nev., is slated to enter the CBS fold after Jan. 1 when it begins operations on 1230 kc with 250 w.

'HERITAGE' PROGRAMS

American Way to Be Stressed In Regular Network Shows

THE RESPONSIBILITY of all American citizens to do their part in maintaining their heritage of freedom and civil liberty will be stressed in special broadcasts to be presented during the winter and spring on the four nationwide networks in cooperation with the American Heritage Foundation, the networks jointly announced last week.

Each chain will utilize regular program series, with established audiences, to carry special broadcasts devoted to the American heritage theme. ABC's list includes: *America's Town Meeting, Paul Whiteman Show, Southernaires, Youth Asks Government, Coast to Coast on a Bus* and the U. S. Navy band broadcasts. CBS will present its "Rededication" programs on *People's Platform, In My Opinion, Columbia Country Journal, Invitation to Learning* and *Liberty Road-American School of the Air.*

Mutual schedule of heritage programs will be heard on *American Forum of the Air, Family Theatre, Meet the Press, Racket Smashers, Adventure Parade, Meet Me at Parky's, Hospitality Club* and also on a special Washington's birthday broadcast. NBC lineup includes: *Our United Nations, Home Is What You Make It, Orchestras of the Nation, Story to Order, Frank Merriwell, Once Upon Our Time* and *Story Shop.*

American Heritage Foundation was formed by the Advertising Council to utilize mass communications to aid in bringing home to the American public its heritage of freedom and liberty.

"CAVALCADE OF AMERICA" series, sponsored on domestic radio by duPont Co., now is being heard each Saturday at 3:15 p.m. via shortwave in Europe, the Middle East, Australia, New Zealand, Canada and North Africa, Walter S. Lemmon, president and founder of World Wide Broadcasting Foundation, has announced. New series, launched Nov. 8, is carried by three shortwave stations of World Radio U.—WRUL WRUW WRUX.

East Coast Shirts & West Coast Nightshirts

SURPRISE PARTY for the boss boomeranged when WIP Philadelphia executives gave a "loud shirt" party to celebrate the birthday of Benedict Gimbel Jr., president and general manager, and known as the wearer of the loudest shirts in radio. Mr. Gimbel (seated, center) turned up wearing a white shirt and black tie for the first time in months. Seated are (l to r): Sam Elber, assistant director, promotion and publicity; Mr. Gimbel; Gordon Gray, assistant general manager and director of sales. Standing: Clifford C. Harris, technical supervisor; Michael Rittenhouse, night supervisor; Reginald Harris, chief engineer; Ralph H. Minton, promotion and publicity director; Varner Paulsen, production manager; Murray Arnold, program director; Sam Serota, director of education and special events; Edward Dempsey, comptroller; Sam Ettinger, news editor and Edward Wallis, assistant program director.

SLEEPY EXECUTIVES are those of ABC western network when they gather for weekly Tuesday morning meeting at newly inaugurated time of 7:30 a.m. (PST, that is). Minus Don Searle, absent on vacation, here is the gang's proof to the boss that they were more than early. Early birds are (l to r): Bob Hall, publicity director; Russ Hudson, sales service manager; Norman Ostby, assistant to vice president; Jack O'Mara, sales promotion director; Don Tatum, legal counsel for network on coast. Gent with alarm clock is J. Donald Wilson, program and production director.

WLAW-FM Takes the Air On 93.7 mc at Lawrence

WLAW-FM Lawrence, Mass. made its debut last Monday (Nov. 10) with an inaugural broadcast on which Irving E. Rogers, president and treasurer of the Hildreth & Rogers Co., owner of WLAW and WLAW-FM, dedicated the station to the public interest.

Looking toward an eventual power of 17 kw, the station operates on 93.7 mc, channel 299, from WLAW's 50-kw transmitter at Burlington, Mass. Programs are aired from 3-9 p.m. daily.

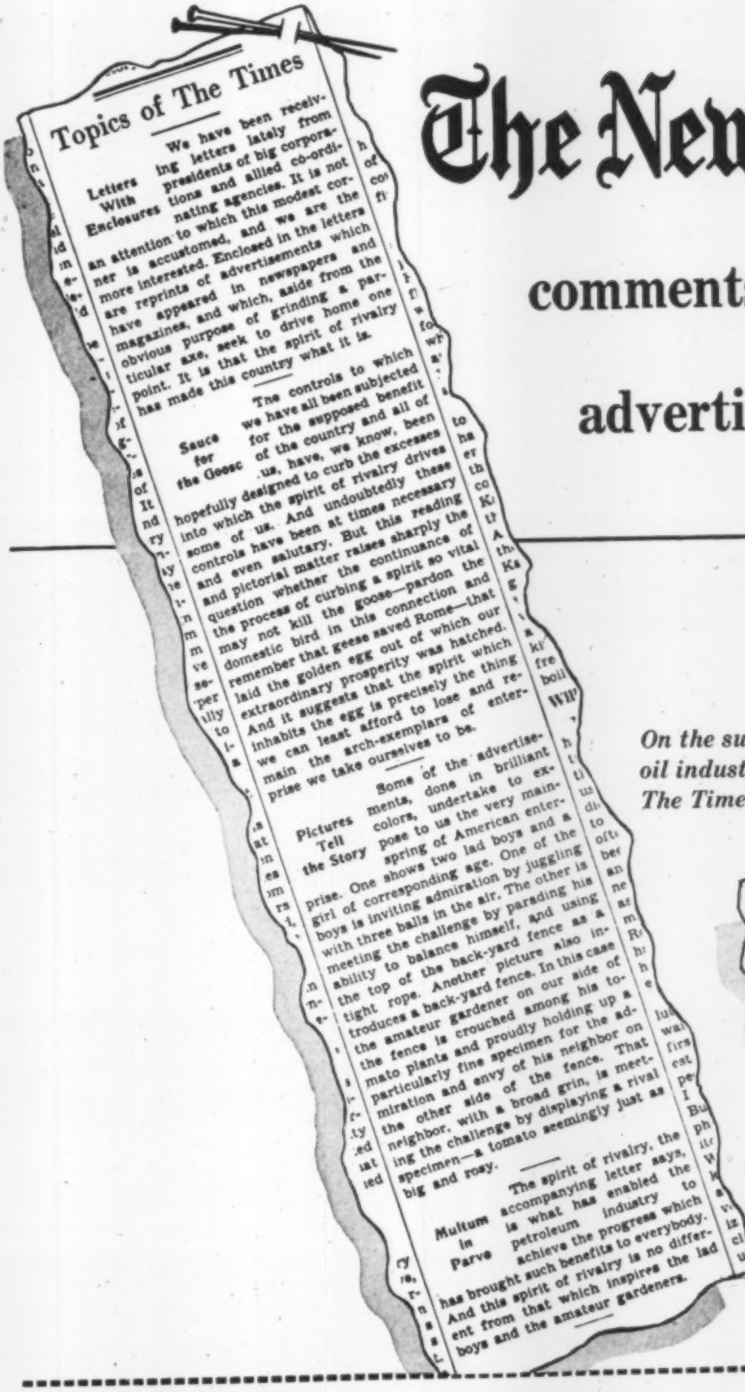
U. S. TELEVISION MFG. Corp., New York, Nov 15 reduced price of its direct-view home console video-radio phonograph combination set from $895 to $745. Move following a similar reduction in price of company's large-screen projection sets, is credited to engineering developments which have reduced manufacturing costs.

KMJ Aids

WHEN RAISIN variety grape growers in the Fresno district of California decided recently to dry their crop, a shortage of drying trays developed in some areas. The county farm bureau requested KMJ Fresno, to broadcast news of the shortage and ask growers to sell surplus trays to other vineyardists, to turn them into dealers or to take them to the farm bureau office, which, in turn, would distribute them. Norman Katen, KMJ's farm editor, broadcast the appeal twice and as a result between 15,000 and 20,000 trays were taken to the office of the farm bureau alone. In addition, the bureau secretary reported there was considerable interchanging of trays among growers and also a turn in of the trays to commercial channels for distribution.

The New York Times

comments on Petroleum's new advertising campaign



Topics of The Times

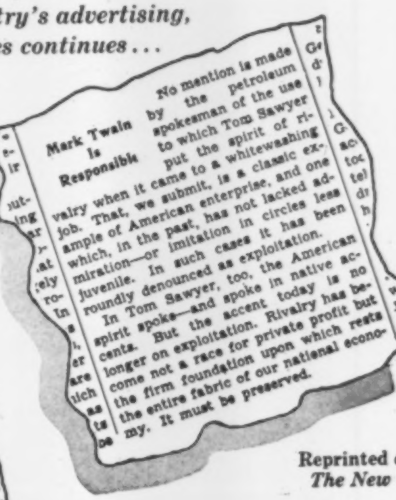
Letters With Enclosures We have been receiving letters lately from presidents of big corporations and allied co-ordinating agencies. It is not an attention to which this modest corner is accustomed, and we are the more interested. Enclosed in the letters are reprints of advertisements which have appeared in newspapers and magazines, and which, aside from the obvious purpose of grinding a particular axe, seek to drive home one point. It is that the spirit of rivalry has made this country what it is.

Sauce for the Goose The controls to which we have all been subjected for the supposed benefit of the country and all of us, have, we know, been hopefully designed to curb the excesses into which the spirit of rivalry drives some of us. And undoubtedly these controls have been at times necessary and even salutary. But this reading and pictorial matter raises sharply the question whether the continuance of the process of curbing a spirit so vital may not kill the goose—pardon the domestic bird in this connection and remember that geese saved Rome—that laid the golden egg out of which our extraordinary prosperity was hatched. And it suggests that the spirit which inhabits the egg is precisely the thing we can least afford to lose and remain the arch-exemplars of enterprise we take ourselves to be.

Pictures Tell the Story Some of the advertisements, done in brilliant colors, undertake to expose to us the very mainspring of American enterprise. One shows two lad boys and a girl of corresponding age. One of the boys is inviting admiration by juggling with three balls in the air. The other is meeting the challenge by parading his ability to balance himself, and using the top of the back-yard fence as a tight rope. Another picture also introduces a back-yard fence. In this case the amateur gardener on our side of the fence is crouched among his tomato plants and proudly holding up a particularly fine specimen for the admiration and envy of his neighbor on the other side of the fence. That neighbor, with a broad grin, is meeting the challenge by displaying a rival specimen—a tomato seemingly just as big and rosy.

Multum in Parvo The spirit of rivalry, the accompanying letter says, is what has enabled the petroleum industry to achieve the progress which has brought such benefits to everybody. And this spirit of rivalry is no different from that which inspires the lad boys and the amateur gardeners.

On the subject of the oil industry's advertising, The Times continues . . .



Mark Twain Is Responsible No mention is made by the petroleum spokesman of the use to which Tom Sawyer put the spirit of rivalry when it came to a whitewashing job. That, we submit, is a classic example of American enterprise, and one which, in the past, has not lacked admiration—or imitation in circles less juvenile. In such cases it has been roundly denounced as exploitation.

In Tom Sawyer, too, the American spirit spoke—and spoke in native accents. But the accent today is no longer on exploitation. Rivalry has become not a race for private profit but the firm foundation upon which rests the entire fabric of our national economy. It must be preserved.

Reprinted courtesy of
The New York Times

RADIO STATIONS ATTENTION!

The American Petroleum Institute is informing the public of the truth about the oil business. A detailed Plan Book offers all oil companies a wealth of useful radio promotion material: announcements for local and network programs, flexible, varied tie-in commercials, one-minute spots and special quiz shows. Use this coupon to secure a free copy of the Plan Book to show firms in your area how they can support this program by advertising to *your* listeners.

Public Relations Operating Committee, Dept. 3-H
AMERICAN PETROLEUM INSTITUTE
670 Fifth Avenue, New York 19, New York
Please forward at once FREE COPY of "Tie-in" Plan Book.

Name ....
Title or Dept. ....
Radio Station ....
Address ....
....

Prepared for the oil industry by the American Petroleum Institute—Copyright, 1947.

What Makes A Ra

PROGRAMS

"Local programs of a size and quality unexcelled by any radio station—anywhere." These include Reginald Stewart and the Baltimore Symphony Orchestra, the B. & O. Glee Club of 100 male voices, the WBAL String Orchestra, the WBAL Dance Orchestra, the "Baltimoreans", vocalists Gloria Halliday, Helen Alford, Galen Fromme, Lloyd Knight, Conrad Knight, John Evans, Musical Directors Dr. Allan Dash and Joe Miller, the Hi-Jinks program, Mollie Martin, Al Ross and guests "Around the Breakfast Table", plus NBC "America's No. 1 Network" programs.

STANDARDS

WBAL's continuity acceptance and program regulations are among the most stringent in the industry. Advertising copy must be truthful, in good taste and of proper length. Many programs and announcements are unacceptable to WBAL. Religious programs are not sold, but free time is provided. No telephone call "reward for listening" programs are broadcast.

POWER

50,000 Watts—greatest amount of power allowed any American commercial radio station.

PUBLIC

Dr. David E. Weglein is WBAL Publ
and policy are to contribute to the i
fare of the communities which WBAL
include early morning and noon
programs, weather reports, the WBA
People, Junior Town Meeting it's
gressmen Report and many other
programs.

Dr. Weglein is general chairma
announced to select individuals a
WBAL Awards for Outstanding

MAR

Baltimore, America's sixth city,
ware and parts of Pennsylvania,
are more than 900,000 radio fam
in this area.

WBAL—50,000 W
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2610 N. Charles S
Represented Nationally

dio Station Great?

LIC SERVICE

WBA ublic Service Counselor. Purpose
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which BAL serves. Some of the services
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rts, t BAL Radio Forum, Report to the
Meetin t's Their Opinion, Maryland Con-
many er local and NBC public service

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ndivid s and organizations to receive the
utsta g Achievement.

FACILITIES

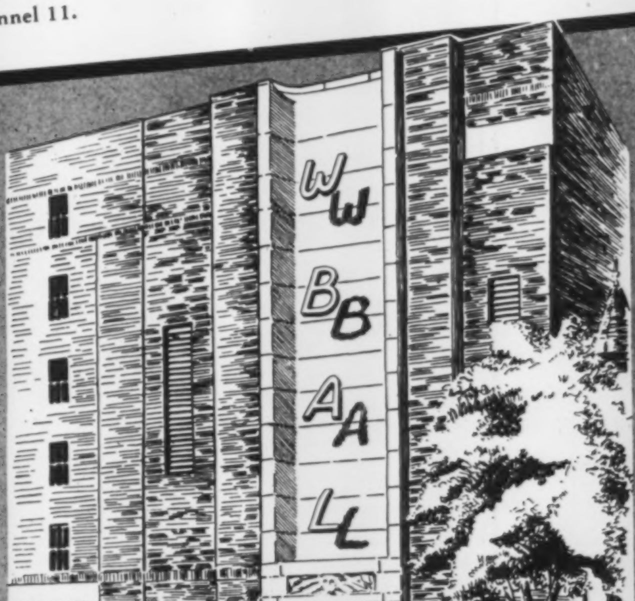
WBAL's "New World of Tomorrow" studios are the most modern and finest in the country. The WBAL transmitter was made in Baltimore and installed just before the war. It is located on Winan's Road, north of Pikesville. WBAL has all three news services, the two foremost transcription services and an experienced organization of more than eighty persons.

TELEVISION

Mr. Harold See, for 17 years with NBC and considered one of America's top television men, has been appointed Manager of WBAL-TV. The station will broadcast programs late this year on Channel 11.

M RKET

sixth ity, the States of Maryland and Dela-
nnsyl nia, Virginia and West Virginia. There
00 rad families (more than 3,600,000 people)



000 ATTS—NBC AFFILIATE
Am ca's Great Radio Stations"
har Street, Baltimore 18, Md.
atio lly by Edward Petry & Co., Inc.

Editorial

Music Lesson

THESE are turbulent days for radio. You hear that everywhere. There's the plaintive wail that radio never wins a battle. Some are resigned to another era of *Jeannie With the Light Brown Hair* when Petrillo pulls the plug. Others feel the self-regulation code will unleash a tidal wave of red ink.

But if it be true that radio has never won a battle, it is equally true that it hasn't lost a war. There is only one war for radio, and that's the war in defense of the free enterprise system. Given the right to bargain in a competitive market, radio can overcome its economic problems. It can cope with codes or comply with creeds. It can deal with Petrillo—or without him.

That's our text.

Nearly ten years ago, an organization known as ASCAP held a monopoly in music. Music was and is an essential ingredient for radio. It was a far different ASCAP then—arrogant, dictatorial and greedy beyond the flights of a Midas. It was nicking radio for 5% of its income to perform music—any music. It wanted 7½% or else. It was or else, for broadcasters were weary of the slow strangulation. They dug in. They formed Broadcast Music Inc., as a wholly owned radio music repository that would buy, borrow, or beg music. They paid in as stockholders.

There is still an ASCAP, a strong, potent and prosperous ASCAP—more prosperous than ever. There is a BMI, strong and potent too. Both ASCAP and BMI have contract renewals coming up, after nearly a decade of competitive operation. Evidently neither seeks a boost in fees. The negotiations with ASCAP have been carried on without fanfare by a committee headed by T. C. Streibert, president of WOR New York, and one of radio's outstanding statesmen.

What's the story? It was told by Carl Haverlin, BMI president, a few weeks ago at the NAB Convention. Mr. Haverlin's figures speak eloquently. Originally BMI had 670 station stockholders. Now it has nearly 2,000 licensees. Since 1940 stations have saved some $60,000,000 in performing rights fees that would have gone to ASCAP alone if they had capitulated to the 7½% demand. By 1950 it will be substantially more. Stations have paid to ASCAP about 2.25% of their revenue (as against the 5% fee prior to 1940 and the 7½% requested), minus a 15% commission deduction. They have paid to BMI 1.2%. The combined percentage for both runs less than 4%.

The music *performing rights* fight was won by the fortitude, courage and wisdom of the nation's broadcasters when the chips were down. Both sides now are content, it would seem.

The *music performance* fight can be won the same way. The cast has changed somewhat, the scenery has shifted, but the plot is the same. There's no place for faint-hearted umbrella-toting Chamberlains. It calls for unity of broadcasters and networks and recorders. Petrillo has unity, but it's that Hitleresque, enslaved kind. Will his members stick when they've missed a couple of paydays, while radio goes about its business as best it can without them?

The battle of BMI is contemporary radio history. The battle against AFM can be fought on the same field and with the identical weapons—fortitude, courage and unity.

What Price Radio Logs?

NEARLY 85% of the 1,546 daily newspapers in the United States carry radio news, according to our survey reported in this issue (page 17). Of these papers a substantial number reported an increasing interest in radio. Nearly half the papers printing radio columns began them within the past two years. About 26% reported increasing space for radio.

Virtually every large-city newspaper said it was not only publishing program logs but radio comment as well. This bore out a recent NBC survey which found in cities of a million or greater population more than twice as many readers followed radio news as in cities of less than 50,000 population. In the larger cities half the readers followed radio news—an amazing percentage for one feature in a paper.

In the face of this undeniable and increasing public demand for news of radio there is a surprising tendency among publishers and editors to penalize radio and their readers. A number of papers are charging regular advertising rates for printing program logs. In Miami, to cite one example, the *Herald* and the *Daily News* (both of which own stations) charge a flat fee for the listings. To launch the plan they offered stations agate-type, nearly illegible run-in listings free, or better-displayed tabular logs at a price. Seven Miami stations have found it necessary to pay to list their programs in the *Herald*, five in the *Daily News*. The *Herald* excuses its policy by pointing to an expanded radio coverage.

The *Louisville Courier-Journal* and *Times* (WHAS), says *Editor and Publisher*, have recently conducted a survey and determined it requires 163½ tons of newsprint a year to print the radio log in those papers. Plans of the Louisville papers, according to their advertising manager, include turning this $15,000 annual "debit" into a $50,000 to $70,000 "credit" by charging stations regular rates for the listings. The papers justify their proposal by pointing out that a recent study gave the radio log a slightly smaller readership than comic strips printed on the same page.

Anyone familiar with readership studies knows that comic strips and pictures always average ahead of any nonpicture features.

How about a study of the amount of newsprint the Louisville, the Miami, or any other daily newspaper uses to print sports news? Why has it occurred to no one that the pages of space devoted to professional baseball, football, basketball and all of the sports industries consume tons of newsprint which compare to compact station logs as Howard Hughes' Flying Boat compares to a Piper Cub? Why? Because every editor is sure that his paper's circulation would drop if sports were slighted. Reporting sports is a necessary reader service, they argue. Readers demand it. Besides it would be hard to sell sports promoters space.

Radio, now, that's different. Stations must necessarily be financially solvent. Publishers have fallen for the stories that radio has rolled in wealth—which, if ever true, is a condition that is changing with the influx of new stations, as the FCC's "Lemon Book" indicates. Editors, too often influenced by the ancient newspaperman's prejudice against "upstart" radio, turn a blind eye to survey reports of program log readership and a deaf ear to arguments that the logs are an essential part of their service.

The increase in radio news has been grudgingly added in response to public demand. It is a short-sighted policy-maker who takes a step backward by making logs hard to read. The alternate plan of selling program log listings is tantamount to placing a price tag on legitimate news.

Our Respects To—

WALTER BUNKER

WHEN one member of a quartet dropped out, Walter Bunker got a chance to make his Broadway appearance under the aegis of the celebrated Arthur Hammerstein.

Accidental as this may have been, his rise to the present post of Young & Rubicam's Hollywood radio manager represents the slow, patience-biding path of 18 years in radio without accelerating accident.

Today, he keeps in touch with the producer's problems by continuing to hold the reins on the *Baby Snooks Show* (Jello) as well as overseeing productions of NBC *Duffy's Tavern* (Bristol-Myers Co.), CBS *Adventures of Ozzie & Harriet* (International Silver Corp.), CBS *My Friend Irma* (Lever Bros.), CBS *House Party* (General Electric), ABC Western regional *What's Doing Ladies* and CBS Western regional five weekly newscasts (Metropolitan Life Insurance Co.).

Administratively speaking, Walter Bunker doesn't believe in titles. Accordingly, there are no privileges since there is no rank in the Y & R Hollywood radio operation. If that's the case, the next question is "How do they get things done?" That's simple, he will assure you. "When faced with a radio problem, call in 50 years of radio know-how (representing any combination of several men) and try to figure it out."

That's the type of straight talk and comparably direct thinking you get from a gentleman who started out in radio as an announcer with KFRC San Francisco in the fall of 1929. After three and one half years he had risen to the title of chief announcer.

Next came a dual assignment as announcer-business manager with the Anson Weeks Orchestra, which took him back and forth across the country. They were playing in Los Angeles when he decided to forsake one-nighters for a spot as announcer-producer with NBC Hollywood. At that time the network's announcing staff consisted of Ken Carpenter and Walter Bunker.

Early in 1939 he became the network's production manager in Hollywood. In addition to other responsibilities he served as the NBC producer on the *Jack Benny Show* from 1936 until the spring of 1943. That made him a logical candidate for the spot of Young & Rubicam producer of the same show in Sep-

(*Continued on page 60*)

there's
power
behind
this little
booklet...

WQXR
WQXQ
The New York Times
PROGRAMS
OCTOBER, 1947
WQXR
WQXQ

This is more than just a copy of the WQXR-WQXQ Program Guide on someone's radio. It's also more than 50,000 Program Guides (our current circulation) on 50,000 radios.

What interests us . . . and should interest you . . . is what it means to have fifty thousand Program Guides on fifty thousand radios.

First of all, it means purchasing power: fifty thousand listeners each paying a dollar a year for the Guide.

It also means power to attract a loyal audience: fifty thousand listeners, devoted as they are to no other radio station, interested enough to pay for this listing of our programs.

When fifty thousand people feel that way about WQXR-WQXQ, that's a powerful story for an advertiser who knows that listener loyalty pays off in sales.

There's a lot of power . . .
sales power . . . behind that Program Guide.

WQXR and FM Station **WQXQ**
the radio stations of The New York Times

Respects

(*Continued from page 58*)

tember 1943. When the program sponsorship changed 18 months later, he took over the reins of the *Dinah Shore Show* (Birdseye) for the succeeding three years. Then in September 1946, he took over the cue assignment on the "Snooks" stanzas. What with illnesses and vacations, he has also handled just about every other program originating from Hollywood produced by Young & Rubicam for its various clients.

So it was a practical radio man who took over as the agency's top radio executive last September.

Mr. Bunker is a native of Scranton, Pa., where he was born July 26, 1900. Nine years later, his father went west to Oakland, Calif., and Walt Bunker was graduated from Oakland Tech in 1919.

Voice was his major ambition at that point. So he took a job in a logging camp on the Oregon-California line to earn the price. Then he went back to the Bay Area to study at the U. of Oregon.

Summers he spent working at Yosemite National Park in swimming shows and as an announcer on tourist buses. Yosemite was a positive attraction every summer for five years, even after he left the university at the close of his second year (June 1923). His next job was at the Emporium, San Francisco department store, in its advertising department.

VACATIONING back home after 18 months in Tokyo, Bill Costello (r), chief of CBS' Far Eastern news bureau, talks things over with Wells Church, CBS news director. Mr. Costello returns to Japan later this month.

But he still found it necessary to spend his summers as close as he could get to theatre at Yosemite, returning each fall to the Emporium. Finally in 1926 an opportunity came to play stock at $40 a week in Honolulu, and that was the end of his advertising career for a while. For first six months of the year he was known as "small parts" Bunker, playing everything from a babe in arms to a grandfather.

Then it was back to the Emporium again, this time as manager of their country club, following another summer at Yosemite. New York producers were confronted with young Bunker in fall of 1929. After four months of fruitless effort he signed on as member of a quartet in "Polly" when one member withdrew and an agent assured him that Arthur Hammerstein really didn't know the foursome, having hired them by the light of a kerosene lamp.

So he made his Broadway debut in the happy company of Fred Allen and Archie Leach (later known as Cary Grant). Although a baritone, he managed to sing bass enough to fill that spot in the quartet. After 16 weeks of this he was willing to return to the Emporium, as manager of the store's country club. After the summer, he was introduced by telephone to the late Harrison Holloway, then manager of KFRC, and was hired as an announcer sight unseen. Mr. Bunker's admiration for his one-time boss is reflected in the fact that he still rates him as the greatest operational mind radio has ever known.

Laughs in radio? As an announcer at KFRC he recalls a commercial which required the sound of a police whistle. Finding none at hand, he compromised on the possibility of a bird whistle which would be similar if not blown too hard. It was blown hard enough to sound more like a bird and broke things up so completely that he couldn't finish the commercial.

Marion Glide became Mrs. Bunker, June 25, 1932, at Sacramento. Today they make their home in Hollywood. On the hobby side it's all golf, and organizationally it's Phi Delta Theta, Bohemian Club, Bel Air Club and Hollywood Advertising Club.

MANAGEMENT

ROBERT MANBY, former director of promotion, publicity and advertising for WJW Cleveland, has been appointed station manager of WONS Hartford. He previously was advertising manager of Telling-Belle Vernon Co., division of National Dairy Products, Cleveland, and served for three years in intelligence branch of U. S. Coast Guard.

JEFF SPARKS, veteran of 19 years in radio, with NBC, CBS and MBS, has been appointed station manager in charge of programs and station operations for WFMO (FM) Jersey City, N. J. During war, he served as program director for American Red Cross and special service officer for Army, attached to General Stillwell's headquarters in Chungking, China.

NEAL BARRETT, general manager of KOMA Oklahoma City from 1932 to 1942, will head new station of Sooner Broadcasting Co., authorized earlier this month by FCC to operate in Oklahoma City on 800 kc with 250 w daytime.

E. F. MacDONALD has been appointed manager of CJCH Halifax, succeeding **R. T. BOWMAN,** who recently became manager of CKMO Vancouver.

FRANK STANTON, CBS New York president, currently in Hollywood, will be honored guest at a luncheon meeting to be held in Beverly Hills Hotel on Nov. 18. This is Mr. Stanton's first visit to West Coast since assuming network's presidency, and among subjects he will discuss some new aspects of listening audience measurements. **DONALD W. THORNBURGH,** CBS Western Division vice president, is to preside over luncheon.

ROBERT T. MASON, president of WMRN Marion, Ohio, and a director of the NAB, has been reelected to a second term as president of Marion Chamber of Commerce.

XL STATION DINNERS

Annual Affairs Mark KXLY's 25th Anniversary

DINNERS held annually by the XL stations in Montana, Oregon and Washington took on special significance this year, the 25th anniversary of KXLY Spokane. The dinners are held to build up good will among sponsors, and earlier this month in Spokane and Portland two dinners were held on successive nights (the second one for wholesale brokers, distributors and agency people).

In addition, the XL stations gave cocktail parties for agency people in San Francisco and Los Angeles to commemorate the KXLY 25th anniversary. Parties also were given in New York. At the dinners in Spokane and the cocktail parties 1922 silver dollars were given away as mementos, the KXLY management reports.

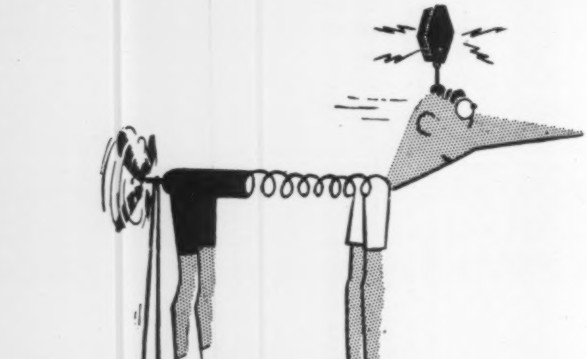
The XL stations include, beside KXLY, KXL Portland, KXLE Ellensburg, Wash., and five Montana outlets—KXLQ Bozeman, KXLF Butte, KXLK Great Falls, KXLJ Helena and KXLL Missoula.

TV Rocket Test

TELEVISION equipment was used for the first time in the testing of high-thrust rocket motors Nov. 5 in a demonstration held at the proving grounds of the Aero Jet Engineering Corp. at Azusa, Calif., it has been announced by General Electric Co., firm supplying the video equipment. A television camera was set up to send its eyewitness report to observers in a conference room where they saw the operations on a viewing screen.

MATCHMAKER

Duluth, Minn.—Otto Mattick is looking for a serious, middle-aged woman who plays cribbage and doesn't listen to KDAL.



Reason: Otto out on a 3-state survey of KDAL's new 5000 watt coverage has found a serious middle-aged man who loves cribbage but can't find a partner since EVERYBODY ELSE Listens To KDAL.

(And why wouldn't they with the reception they get on that choice 610 frequency?)

Let the cribbage player contact Dorothy Dix, while you contact Avery-Knodel and find out why KDAL is a better buy than ever.

"Reach The Rich Inland Empire"
Surrounding
SPOKANE, WASHINGTON
With
KNEW
5000 WATTS
Cleared Regional Channel
Mutual-Don Lee Network
*Latest Equipment
*Modern Studios
*Experienced Personnel
"The Voice of KNEW Sells"
HARRY LANTRY, Manager
Gilman, Nicoll & Ruthman
National Representatives

WORL

ORIGINATORS OF THE FAMOUS 920 CLUB

does it AGAIN!

WITH A NEW MILLION DOLLAR PROGRAM IDEA!

YOU CAN'T MISS ... ON THIS!

"THE MILLION DOLLAR BALLROOM"

million dollar talent and music to produce millions of sales for **YOU** *in America's richest market!*

INQUIRE NOW ABOUT OUR GUARANTEED 13 – 26 – 52 WEEK CONTRACT PLAN

WORL

BOSTON'S BEST BUY!

BOSTON 16, MASS.

FORJOE & CO. • NATIONAL REPRESENTATIVES

ST. LOUIS skyline boasts a new addition with the new KWK-FM antenna. The structure, to be the tallest in the city, is now nearing completion on its perch atop the Boatman's Bank Bldg. It is to reach 585 feet from the ground.

ITHACA COLLEGE Radio Workshop dedicated its new building, devoted exclusively to radio, with half-hour documentary program over WHCU and WHCU-FM Ithaca, N. Y. Program featured brief talks by Dr. Leonard B. Job, president of the college; Dr. Victor L. F. Rebmann, dean of School of Fine Arts; Michael R. Hanna and Joseph A. Short, WHCU and WHCU-FM general manager and program director, respectively; and John J. Groller, workshop director.

COMMERCIAL

LEE FONDREN, former promotion and publicity director of KLZ Denver, has been named sales manager of that station. Mr. Fondren has been replaced as KLZ promotion and publicity director by **JOHN CONNORS,** Denver advertising man.

PHIL RUBIN, former program director of WLOG Logan, W. Va., has been appointed commercial manager of WNOC Norwich, Conn.

DICK SPROTT, former account executive with KSMO San Mateo, Calif. and prior to that timebuyer for California Flyers in Los Angeles, has joined KGO San Francisco, in local and ABC Spot Sales Dept. He replaces **GRANT POLLOCK,** who resigned to become manager of Los Angeles office of W. S. Grant Co.

JAMES B. DUNBAR, former commercial manager of WHAV Haverhill, Mass., has joined WLYN, new station under construction at Lynn, Mass., in similar position. He previously was with WPOR Portland and WHEB Portsmouth.

GEORGE PETERSON, formerly in business office of WCOP Boston, has joined WLYN sales staff, and **MARTIN CLOUGHERTY,** previously with Boston News Bureau, has joined commercial staff of WLYN.

JOHN N. HUNT & ASSOC. has opened representative office for radio and transcription sales at 69-144 W. Hastings St., Vancouver, B. C. Telephone: Pacific 2888.

JOE SCHERTLER, former assistant to the auditor and office manager of KDKA Pittsburgh, has been named auditor of KEX Portland.

CHARLES H. PHILIPS, formerly promotion manager of WNBC New York, has been appointed an account executive of NBC Spot Sales Dept. Mr. Philips joined NBC in 1943.

JAMES GORDON BENNETT, former account executive for Atherton-Currier Co., New York, and previously with sales department of ABC, has joined MBS as an account executive.

FRANK HAYS, former account executive for Headley Reed Co., New York, has been appointed sales manager of WLIB New York.

ADAM J. YOUNG Inc., New York, has been appointed as exclusive representative in U. S. as of Nov. 1 for CFRN Edmonton, CFCN Calgary, CKCH Hull, Que., and CFQC Saskatoon. CFRN also has announced appointment of **JOHN N. HUNT** as representative in Vancouver. Mr. Hunt formerly was manager of CKMO Vancouver.

HARRIETTE E. KAHRS, continuity writer of WTNT Augusta, Ga., has been appointed traffic manager.

W. S. MASSIE, former commercial manager of WRBL Columbus, Ga., has joined WGBA and WGBA-FM Columbus, in same capacity.

FRANCIS W. ANTENUCCI, former advertising manager of Kingston (N.Y.) Evening Leader, has joined sales staff of WKNY Kingston.

MBS reinstated its subscription to Network Hooperatings, effective Nov. 1, **FRED KENKEL,** executive vice president of C. E. Hooper Inc., has announced.

JIM BLACK, account executive of WCPO Cincinnati, is the father of a girl, Andrea Louise.

ROBERT D. THOMAS, with WBNS Columbus national sales department, has been named chairman of annual trade dinner of Columbus Mfgrs. Representatives Assn.

BURKE, KUIPERS & MAHONEY, station representative, has been appointed to represent KXLR North Little Rock, KWEM West Memphis, KHOZ Harrison, and KWAK Stuttgart, all Arkansas. Latter station is expected to be on the air Jan. 1.

SELVIN DONNESON, former general sales manager of Atlantic Electric Co., Newark, and previously of Donneson & Berger, New York, has joined sales staff of WWRL New York.

MORGAN IS DROPPED IN MIDST OF CONTEST

EVERSHARP Inc. last week recalled with a shudder that it forgetfully cancelled its *Henry Morgan Show* [BROADCASTING, Nov. 10] in the midst of a $40,000 contest.

Listeners were already at work writing letters in competition for such prizes as a house and lot and a Buick convertible in a giant contest which Eversharp had introduced on its *Take It Or Leave It* over NBC and was promoting on that and the Morgan program as well as in magazines and newspapers.

What Eversharp forgot when it dropped Mr. Morgan, effective Dec. 3, was that it had promised to announce the winners of the contest on Mr. Morgan's broadcast Christmas Eve. Last week the means which the company would take to solve the dilemma were still uncertain.

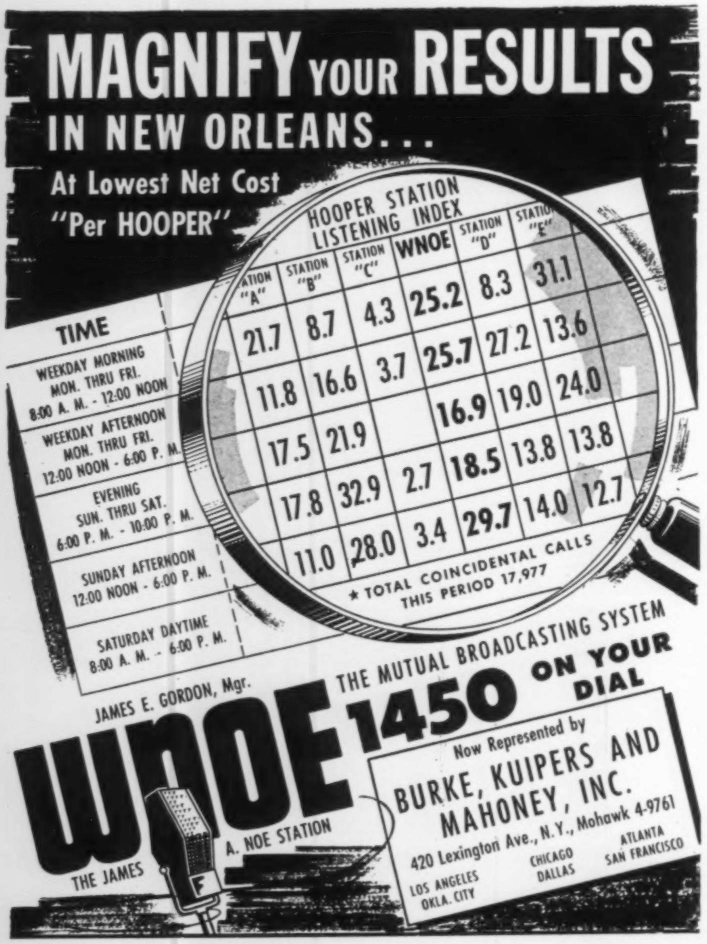
Only Mr. Morgan himself remained unruffled in the crisis. With his customary savoir faire, he appeared on ABC's Walter Winchell broadcast last Sunday with the remark that he wanted to place a situation wanted ad in Mr. Winchell's *Jergens Journal*. The laconic Mr. Morgan, soliciting another sponsor, identified himself as "Male, young comedian, will be unemployed Dec. 3."

WBZ-FM Boosts Power

WBZ-FM, Westinghouse FM outlet, on Armistice Day began broadcasting with power of 3 kw, three times its former strength, on 92.9 mc (Channel 225) from its Hull, Mass., transmitting site. The station, according to its manager, W. C. Swartley, plans to operate with 20 kw effective radiated power next spring, when the transmitter is moved to Allston. New location will be the WBZ radio and television center, now under construction on Soldiers Field Road, near Harvard Stadium.

Winners Honored

KDKA LISTENERS who have won prizes in recent weeks in four national contests conducted via radio were guests on station's noontime show, *Brunch With Bill*, and were interviewed by Bill Hinds, m.c. Winner of biggest prize was Mrs. William C. Clark, of Donora, Pa., who copped $2,000 keepsake diamond ring offered as first prize in *Betty Crocker* contest. Other major prize winners among KDKA listeners were Mrs. Robert J. McMackin, of Beaver, Pa. ($1,400 fur coat in Kroger's *Linda's First Love* contest), and Mrs. C. R. Miller, of Glenshaw, Pa. ($1,000 in Procter and Gamble *Right to Happiness* contest).


MAGNIFY YOUR RESULTS IN NEW ORLEANS...
At Lowest Net Cost "Per HOOPER"

HOOPER STATION LISTENING INDEX

TIME	STATION "A"	STATION "B"	STATION "C"	WNOE	STATION "D"	STATION "E"
WEEKDAY MORNING MON. THRU FRI. 8:00 A. M. - 12:00 NOON	21.7	8.7	4.3	25.2	8.3	31.1
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON - 6:00 P. M.	11.8	16.6	3.7	25.7	27.2	13.6
EVENING SUN. THRU SAT. 6:00 P. M. - 10:00 P. M.	17.5	21.9		16.9	19.0	24.0
SUNDAY AFTERNOON 12:00 NOON - 6:00 P. M.	17.8	32.9	2.7	18.5	13.8	13.8
SATURDAY DAYTIME 8:00 A. M. - 6:00 P. M.	11.0	28.0	3.4	29.7	14.0	12.7

★ TOTAL COINCIDENTAL CALLS THIS PERIOD 17,977

JAMES E. GORDON, Mgr.
THE MUTUAL BROADCASTING SYSTEM
WNOE 1450 ON YOUR DIAL
THE JAMES A. NOE STATION
Now Represented by
BURKE, KUIPERS AND MAHONEY, INC.
420 Lexington Ave., N.Y., Mohawk 4-9761
LOS ANGELES OKLA. CITY CHICAGO DALLAS ATLANTA SAN FRANCISCO

NOW 5000 WATTS

BOOST YOUR SALES IN IDAHO
KTFI
TWIN FALLS • IDAHO
WEED & CO., *Representatives*

Why most coal mine accidents never happen

There's a certain amount of hazard in all underground work—and coal mining is no exception. But the coal industry, in cooperation with government agencies and with the miners themselves, has long been working to eliminate every last source of preventable danger in the mines.

For example, consider some of the safety precautions taken in modern coal mining.

To prevent the danger of explosion from coal dust, powerful blowers spray the underground roofs and walls with "rock dust"—lime rock ground as fine as talcum powder, which dilutes the coal dust and robs it of its explosive qualities.

Giant fans draw in a constant supply of pure fresh air—and automatically exhaust bad air.

Automatic safety gates strategically located effectively limit the possible spread of danger.

Many bituminous coal mines have no gas hazard, but in those mines where operations may release gas, tests are made with special gas detectors night and day throughout the mines.

Electrical equipment is so designed that it cannot emit sparks.

To blast coal, compressed gas, which does not ignite or form toxic gases, is used in an increasing number of mines instead of ordinary explosives.

Such safeguards are only part of a comprehensive safety program which *dresses* the miner (in special safety equipment), *diagrams* his position below ground (on a chart in the mine office) and *drills* him on safe working methods (in meetings conducted by mine foremen at frequent and regular intervals).

As a result, coal mining is now twice as safe as it was 40 years ago, on the basis of man hours worked —and more than four times safer if measured in tons mined.

★ ★ ★

Broadcasters & Commentators! The Bituminous Coal Institute has recently published "Mining Towns," a book containing over 100 pictures of progress in coal mining communities. If you do not have a copy of this book or if you desire additional copies, do not hesitate to write and ask for them. We shall also be glad to send you on request the booklets: "Pertinent Facts About Coal" and "Glossary of Coal Mining Terms."

BITUMINOUS COAL INSTITUTE

A Department of NATIONAL COAL ASSOCIATION

815 Southern Building, Washington 5, D. C.

BITUMINOUS COAL . . . LIGHTS THE WAY . . . FUELS THE FIRES . . . POWERS THE PROGRESS OF AMERICA

AGENCIES

HOWARD ROSE, who has been with New York office of N. W. Ayer & Son for last seven years, is returning to agency's Chicago office as vice president and a supervisor of service. Before going to New York he was in Chicago with the same firm for 13 years.

Mr. Brandon

N. W. BRANDON, former assistant manager of WSAV Savannah, Ga., has been appointed radio director and assistant to the president of Nachman-Rhodes Inc., Augusta. Mr. Brandon entered advertising field in 1935 as account excutive with C. P. Clark Inc., Nashville. He left the agency in 1939 to join WSAV as advertising manager. After four years service with AAF, he returned to WSAV in 1946 as assistant manager, which position he held until recently.

D. PORTER BIBB Jr., formerly on executive staff of Compton Adv., Lennen & Mitchell and BBDO agencies, has been appointed vice president of Farson & Huff, Louisville agency.

Mr. Feldman

BURTON G. FELDMAN, former vice president and copy chief of Olian Adv., New York, has been appointed vice president in Chicago office of Buchanan & Co., He previously was with Foote, Cone and Belding, and prior to war owned and directed agency which bore his name. Mr. Feldman also teaches courses in advertising copy and media at Chicago branch of Latin - American Institute.

MAJ. ROBERT B. CALLAN, West Point graduate and former Army public relations officer in India-Burma and North African theatres, has been appointed account executive of Ad Fried Adv., Oakland.

RAYMOND P. LOCKE, president of Tracy-Locke, Dallas advertising agency, recently broke his left arm in a fall in his home.

MICKEY LANE has joined Rodgers & Brown, New York, as radio director and executive in charge of fashion accounts.

K & E Cares

KENYON & ECKHARDT, New York, is devoting its entire budget for Christmas gifts to members of the press to sending CARE packages to any country in Europe designated by the usual recipient of the Christmas gift.

JOHN SPRECKELS 3rd, sugar tycoon, has joined Adolphe Wenland & Assoc., Hollywood, working with **JOSEPH GARDINER** in public relations department. **HAROLD HIGGINS,** formerly of Universal Recorders, Hollywood, has shifted to agency as account executive. **NORINE BLAKE,** agency timebuyer, is in New York on company business.

TOM LEWIS, formerly vice president in charge of radio for Young & Rubicam, is accompanying his wife Loretta Young, film actress, to England where she will participate in the second Royal Command performance before the British royal family on Nov. 25. Mr. and Mrs. Lewis will tour Europe before returning to Hollywood in mid-December.

ALEXANDER J. DUKE having severed association, Capka, Kennedy & Duke Adv., Hollywood, has changed name to Capka & Kennedy, and added **DAVE MANNING,** former KMPC newscaster, as account executive. Mr. Duke will set up his own advertising art service.

DAVE FOUTZ Adv., Long Beach, Calif., in expansion move, has opened offices at 6912 Hollywood Blvd., Hollywood. Telephone: Hollywood 7201. **JIMMY FRITZ,** former new business executive of recently dissolved Pardee, Cash & Assoc., Hollywood, has been made a vice president. **WALTER C. CASH,** former co-owner of latter agency, is joining Dave Foutz Adv. as account executive. Agency also maintains Los Angeles offices in Spring Arcade Bldg.

CATHERINE A. O'CONNOR, formerly with translation division of International General Electric Co., Schnectady, has joined Woodard & Fris Adv., Albany, N. Y. as head of research department.

DON MAY, formerly with Knox Reeves Adv., San Francisco, and **FERD WAGNER,** formerly with Dan B. Miner Agency, Los Angeles, have joined Hannah Adv., San Francisco.

ROGER DUNHAM, partner of Frederick E. Baker & Assoc., Seattle agency, has resigned to become public relations director of International Chiropractic Assn., Davenport, Ia.

CHARLES HUWEN, former head of Huwen & Assoc., Chicago, has joined Behel & Waldie & Briggs Inc., Chicago, as account manager.

SOLIS S. CANTOR Adv., Philadelphia, has installed television department under direction of **RAYMOND S. AARON,** who will also act as account executive on all video accounts. Mr. Aaron formerly was with Benjamin Eshleman Co. and John Falkner Arndt & Co., both of Philadelphia.

Mr. Swertfager

WALTER M. SWERTFAGER, head of advertising agency bearing his name, effective Dec. 15 will join Lennen & Mitchell, New York as vice president and member of plans board. Prior to organizing his own firm, Mr. Swertfager was with Ward Wheelock Co., and before that was with Seagram Distillers Corp., and Lord & Thomas.

LOUIS M. HEYWARD, former script editor for radio transcriptions division of AP, and most recently radio director of Russell Birdwell & Assoc., public relations counsel, New York, has been appointed director of radio and television for Emil Mogul Co., New York. Mr. Heyward will head enlarged radio division and will develop complete television department.

KENNETH F. GREENE, formerly with McGivena & Co., New York, has joined Kastor, Farrell, Chesley & Clifford, New York, as an account executive.

DON GIESY, former television publicity director of ABC, has joined David O. Alber Assoc., New York, as an account executive.

HARRY B. GOLDSMITH Sr., retired president of Groves Lab. Inc., St. Louis, has joined Roche, Williams & Cleary as vice president and market counsel. Mr. Goldsmith will be connected with New York office of the agency.

CHARLES P. FRITZSCHE, general manager of Byrne, Harrington & Roberts Inc., New York, resigned effective Nov. 15.

ROBERT G. PARK has been appointed manager of the London, England, office of MacLaren Adv. Co. Ltd., Toronto.

DANIEL S. WARNER, account executive of BBDO San Francisco, has resigned to join Crowell-Collier Publishing Co., as Pacific Coast representative for Collier's.

PIERRE B. BEULLAC has been appointed account executive in charge of French language advertising at Walsh Adv., Montreal.

BENET HANAU, former copy director of Adv. Counselors, Phoenix, and **MAURICE H. HYDE,** former advertising manager of L. Hart & Son, San Jose, Calif., have established their own agency under name of Hanau-Hyde Co. at 77 E. Santa Clara Ave., San Jose. Telephone: Columbia 8868.

MARK PARNALL, formerly on advertising staff of Chrysler Corp., Detroit, has joined Robert B. Young Agency, San Francisco.

HERBERT S. SHINN, formerly with Outdoor Adv., New York, has joined Lennen & Mitchell, New York, where he will handle outdoor advertising.

C. P. SUTCLIFFE has joined Wm. Orr & Co., Toronto, as account executive. He was formerly with Harold F. Stanfield Ltd., Toronto.

WNHC New Haven, Conn., received plaque from Connecticut Highway Safety Commission last week "in grateful recognition of your interest and cooperation in the field of safety."

½ MILLION AUDIENCE

Theatre Guild Televises 'John Ferguson'

AN ESTIMATED half a million televiewers watched and listened Nov. 9 to the telecast of the Theatre Guild Television production, "John Ferguson," on NBC's four-station video network. Program was the first of a series of six hour-long television dramatic shows to be presented this winter by the Theatre Guild, whose directors, Lawrence Langner and Theresa Helburn hailed the telecast as an event of major significance.

Niles Trammell, NBC president, commented:

"NBC is proud to be associated with one of America's most outstanding theatre groups in this project. We believe this collaboration will enhance the public's appreciation of the legitimate theatre."

The telecast was produced by Denis Johnston, director for the Guild; Albert W. Protzman, technical director for NBC, and Robert Wade, art director for NBC. Thomas Mitchell and Joyce Redman headed a cast of veteran Broadway and Hollywood performers.

Program originated at WNBT New York, traveled by coaxial cable to WNBW Washington, by radio relay to WRGB Schenectady and WPTZ Philadelphia.

Construction Is Begun For KDKA-FM Transmitter

CONSTRUCTION of KDKA-FM's tower at the transmitter site overlooking the U. of Pittsburgh Stadium has been started and should be completed in about six weeks, Joseph E. Baudino, the station's general manager, announced last week. The tower is an all-steel, Blaw-Knox structure, towering 500 feet, topped with a 34-foot antenna. The antenna is an RCA super-turnstile "Batwing" type.

In addition, recently-developed Westinghouse Electric Corp. 3-kw FM transmitter equipment is also being installed, replacing that now in use. KDKA-FM went on the air in 1942. Duplicate service, on the new frequency of 92.9 mc (Channel 225) as well as the present frequency of 47.5 mc is provided. Ted Kenney is chief engineer.

BROADCASTING
1948 YEARBOOK
F&P Knows
SPOT BROADCASTING

Lillian Selb
Time Buyer
FOOTE, CONE & BELDING, N. Y.

I use the Broadcasting Yearbook for reference daily. It contains a bulk of invaluable information.

Lillian Selb

FINAL ADVERTISING DEADLINE DEC. 1

Haymaker!

18.6
HOOPER at 12:00 Noon
(Share of audience: 60.8)
9.2
HOOPER at 10:00 P.M.
(Share of audience: 46.7)
12.1
HOOPER at 6:15 P.M.
(Share of audience: 58.6)

12:00-12:15 P.M.	
HOOPERATINGS	
WOWO	18.6
Station A	5.5
Station B	2.6
Station C	2.2
Station D	1.5

6:15-6:30 P.M.	
HOOPERATINGS	
WOWO	12.1
Station A	6.8
Station B	0.6
Station C	0.9
Station D	0.3

10:00-10:30 P.M.	
HOOPERATINGS	
WOWO	9.2
Station A	7.2
Station B	0.9
Station C	2.2

"TALKING ABOUT COVERAGE is like holding out a bare hand," writes Mr. Louis E. Westheimer, of the St. Louis advertising agency of the same name. "But when you have figures like these, it's like putting a boxing glove on that hand and letting go with a K.O. punch!"

Mr. Westheimer knows whereof he speaks, for his agency has a ringside seat at *two* of WOWO's popular nightly programs.. those showing Hooperatings of 12.1 and 9.2. His sentiments are echoed by many another WOWO advertiser.. including two of Fort Wayne's leading merchants. Wolf & Dessauer sponsors the noontime Baukhage show, with a walloping 18.6 Hooper; while Patterson-Fletcher scores an impressive 9.2 with a 10 P.M. news program.

If you want high Hoopers.. and real *results*.. in spot coverage of the Midwest market, put your program on WOWO, Indiana's most powerful station!

WOWO

The ABC Affiliate in FORT WAYNE

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • KEX • WBZ • WBZA • WOWO

National Representatives, NBC Spot Sales — Except for KEX. For KEX, Free & Peters

These different businesses have one big thing in common

Truckers can't allow equipment to stand idle. So they get replacement parts the fastest way—by Air Express. *Speed pays.*

Newsreels and new films always travel in a hurry. So the film industry is a big user of Air Express. *Speed pays.*

When medical supplies and equipment are urgently needed, hospitals and public health officials rely on the speed of Air Express. *Speed pays.*

Speed pays in your business, too!

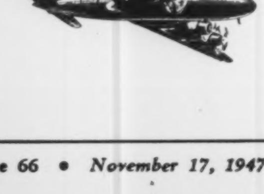
Speed of shipment is important every day in your business. And Air Express supplies that speed. Air Express goes on all flights of all Scheduled Airlines—no waiting for loads to accumulate. Scores of flights daily to and from foreign countries. Rates are low. Shipments of most any size and weight are inexpensive. For example, 17 lbs. goes 700 miles for only $3.73. Use Air Express regularly.

- Low rates—special pick-up and delivery in principal U.S. towns and cities at no extra cost. • Moves on all flights of all Scheduled Airlines.
- Air-rail between 22,000 off-airline offices.
- Direct air service to and from scores of foreign countries.

AIR EXPRESS

AIR EXPRESS

GETS THERE FIRST



Write today for Schedule of Domestic and International Rates. Address Air Express Division, Railway Express Agency, 230 Park Ave., New York 17. Or ask at any Airline or Railway Express office. Air Express Division, Railway Express Agency, representing the Scheduled Airlines of the United States.

ALLIED ARTS

NORMAN M. MARKWELL has been appointed director of advertising and sales promotion of television receiver division of DuMont Laboratories Inc. Mr. Markwell, who joined DuMont as sales promotion manager last April, steps into a newly-created post. Heretofore advertising and promotion for receiver sales division, DuMont Network, and WABD New York were handled jointly.

MAX ABRAMS, will head newly-formed subsidiary of Emerson Radio and Phonograph Corp., New York, Emerson reported last week. The division, known as Emerson Radio Export Co. Inc., will handle foreign markets for company. Other new officers are **JOSEPH KATTAN**, vice president and general manager and director; **SOL GROSS**, treasurer and director; **RAYMOND HERZOG**, secretary and director.

EDWARD D. PHINNEY has been elected vice president of International Telephone and Telegraph Corp. Mr. Phinney, who joined IT&T in 1936, has served as corporation's general patent attorney since 1941, and will continue in that capacity.

PUSH-BUTTON controlled television set for individual hotel rooms, designed and manufactured by **INDUSTRIAL TELEVISION INC.**, Nutley, N. J., was demonstrated Nov. 10, at National Hotel Exposition in the Grand Central Palace, New York. Exhibit continued through Friday, Nov. 14.

HERB LITTLE and **DAVE VICTOR** have sold video film original to Jerry Fairbanks Productions, Hollywood, for incorporation in "Public Prosecutor" series. **JACK HASTY** and **SAM SHAYON** also have completed original for firm in same series.

BROOKS DARLINGTON, former promotion manager for nylon division of duPont, Wilmington, Del., has opened public relations counseling business in Stock Exchange Bldg., San Francisco.

HELEN BLISS, formerly with Capitol Record Hollywood promotion office, and **MARTY HORSTMAN**, recently editor of Bandleaders Magazine, have joined Wayne Varnum Assoc., public relations firm in New York.

SAM O'NEIL, former publicity director of the Democratic National Committee, has opened offices in suite 211, National Press Bldg., Washington, as public relations counsellor. Telephone: Republic 3060.

BOB WILLETT, freelance announcer and public relations director of Vancouver, B. C., has been named production manager of Broadcasters Network Studios, Hollywood radio school. **DICK CUTTING**, former program director of KFAC Los Angeles, and prior to that special events director of CBS Hollywood, has joined the school as general manager. **JIM OLIVER**, founder of school, has retired from active participation to establish his own radio stations' personnel employment agency in that city.

C. E. HOOPER, head of C. E. Hooper Inc., is in Hollywood for week.

INTRODUCTION of its new "Zenette," a personal portable radio for use as powerful table model or for out-of-doors activity, has been announced for **ZENITH RADIO Corp.**, Chicago, by **H. C. BONFIG**, vice president and director of sales. Small new radio has underwriter-approved operation on AC-DC or self-contained battery, and includes superheterodyne circuit.

JACK PHILBIN, vice president in charge of talent of General Artists Corp., New York, has been named head of radio department, succeeding **FRANK HOBBS**, resigned.

CARL MILLER, sales manager of communication equipment for Westinghouse Electric Corp., will present a new plan for helping FM stations promote themselves to increase their listening audiences Nov. 20 at luncheon to be held at Hotel Astor, New York.

RADIO REPORTS Inc., New York, has announced a branch office in Washington, D. C., is being established at 519 Sixth St., N. W. with **WADSWORTH LIKELY** in charge.

WILLIAM BALDERSON, executive vice president of Philco Corp., Philadelphia, last week was awarded President's Certificate of Merit for outstanding service in directing production of electronic equipment for the armed services during World War II.

N. C. MacDONALD, general sales manager, Crosley Div., Avco Mfg. Corp., has been elected chairman of Household Refrigeration Div., National Electrical Manufacturers Assn.

PERCY BANESHIK, former news editor and writer for South African Broadcasting Corp., has been named to staff of the Information Div. of the United Nations as a radio specialist.

JOHN L. UTZ, of Philco Corp. sales department, has been named manager of Atlantic Div. of Philco, with headquarters in Philadelphia.

ROBERT BOYTER, Midwest sales representative on broadcast and communications equipment of Federal Telephone & Radio Corp., Clifton, N. J., has resigned to join Motorola Inc. in communications sales.

ROBERT SCHULTZ, formerly on commercial staff of KFRO Longview, Tex., has been appointed to Dallas office of ASCAP as a field representative for the Southwestern District.

NEW EDITION of RCA Receiving Tube Manuel, RC-15, has been announced by commercial engineering section of RCA Tube Dept. This is first edition since 1939. Distribution will start in early-December.

TWO HUNDRED and fifty-two members of Missouri Press Assn., attending their 81st annual convention at Statler Hotel, St. Louis, Nov. 8 heard broadcast of Missouri U.-Duke U. football game, through special arrangements made by KXOK St. Louis. KXOK made arrangements to pick up broadcast from KFRU Columbia, Mo., and send it direct to Statler Hotel.

Win Pay Increase

ANNOUNCERS at WGL Fort Wayne, Ind., are given increases in their base salaries and other benefits in a one-year contract, effective Dec. 1, which the station has negotiated with the announcers and a representative of the American Federation of Radio Artists, Edward Schlessinger. Contract covers working conditions, extends the system of fee payments for special services and allows six annual holidays, Pierre Boucheron, WGL general manager, announced.

National Advertisers

When Shopping for **BIG RETURNS** in the Maritimes, your best **"MARKET BASKET"** is CHNS . . . Ask

JOS. WEED & CO.,
350 Madison Ave., New York,

They also know about our new
5000-WATT TRANSMITTER

CHNS

HALIFAX NOVA SCOTIA

A NEW VOICE IN THE FARM BELT

KOKX

is on the air!

SERVING THE TRI-STATE AREA

IOWA – ILLINOIS – MISSOURI

WHY LISTENERS SET THEIR DIALS ON 1310

- LOCAL NEWS
- FARM NEWS
- MARKET REPORTS
- UNITED PRESS NEWS
- MAN ON THE STREET
- A.S.C.A.P. & BMI SESAC MUSIC
- LOCAL SPORTS COVERAGE
- SHOWMANSHIP IN PROGRAMS
- SPECIAL EVENTS IN AREA
- AGGRESSIVE MERCHANDISING
- OUTSTANDING PUBLIC SERVICE PROGRAMS
- TOP FLIGHT EXPERIENCED PERSONNEL

"Gate-way to the West"

TRI-STATE MARKET—

1. $300 MILLION BUYING POWER
2. 46 INDUSTRIES IN KEOKUK ALONE
3. NATION'S GREAT POWER CENTER FOR THREE STATES
4. 18 FARM BELT COUNTIES
5. 299 CITIES AND TOWNS
6. 94% OF HOMES HAVE RADIOS

KOKX HAS THE *LATEST* AND *BEST* OF TRANSMITTING EQUIPMENT OBTAINABLE

L. W. (Larry) "From the idea to the completed station" Andrews was our radio consultant and we can say without reservation, Larry and his fine staff played an important part. He got the job done quickly, efficiently, and most important—economically.

OUR THANKS TO:

R. C. A.; Camden, New Jersey	Transmitters
Andrew Co.; Chicago, Ill.	Coax and Fittings
Alexander Stack and Tower Co.; Marion, Indiana	Erection of Tower
Gates Radio Co.; Quincy, Ill.	Turntables, Jack Panels, Etc.
Farmer Cozzens Tathean Co.; Chicago, Ill.	Mike Fittings, Receptacles and Plugs
Wincharger Corp.; Sioux City, Iowa	Tower
Claus Mikklesen Co.; Davenport, Iowa	Installation Ground System
Truscon Steel Co.; Youngstown, Ohio	Copper Mesh Ground Screen
R. L. Patton, Contractor; Keokuk, Iowa	Contracting Work
C. S. Abell & Son; Keokuk, Iowa	Electrical Contractor
Northwestern Bell Telephone Co.; Keokuk, Iowa	Line and Telephone Service
Union Electric Power Co.; Keokuk, Iowa	Power
Sinton Transfer Co.; Keokuk, Iowa	Storage and Transfer work
Jas. Camerons Sons Transfer Co.; Keokuk, Iowa	Transfer work

KOKX

SERVING THE TRI-STATE AREA

Keokuk Broadcasting Co. **Keokuk, Iowa**

PRODUCTION

DEANE R. FLETT, who has been in radio since 1938, serving in program, production and announcing departments of several midwestern and southern stations, has been appointed program director of KTBS Shreveport, La. **DAVID KENT**, former production manager of WROV Roanoke, Va., has joined KTBS as production manager. Mr. Kent previously had served on production staff of NBC and CBS.

Mr. Bland

AL BLAND, special events announcer at KMOX St. Louis, has been appointed program manager of that station. He replaces **JACK SEXTON**, who has resigned to join program department of WBBM Chicago. Mr. Bland joined KMOX in 1943 as head of nighttime operations. Until early this year he aired "Midnight Patrol" and "Bandwagon" programs on KMOX, both of which he originated ten years ago as feature announcer at WKRC Cincinnati. In addition to new duties, he will continue as m.c. of "Quiz of Two Cities" and "Bible Quiz."

TOM EVERITT, formerly with Young & Rubicam, has been appointed eastern program manager for ABC. He had been editor of radio and newsreel "March of Time" and during the war wrote the Marine recruiting picture "We Are the Marines."

HAROLD CARR, formerly with KTBS Shreveport, has joined KABC San Antonio, as program director.

AL TAYLOR, former staff announcer at WCAU Philadelphia, now specializing in news, has returned to staff status, succeeding **JOHN EGAN** who resigned to handle freelance announcing assignments. Mr. Egan will continue to do color and commercials on U. of Pennsylvania football games, which are broadcast over WCAU.

BILL RHODES Jr., formerly of KMPC Los Angeles, and **JIMMY COOK**, formerly of NBC Chicago, have joined production staff of WGBA and WGBA-FM Columbus, Ga.

MARTHA MANNERS of the New York stage, has been named director of educational and women's programs for WGAT Utica, N. Y.

HUGH ROWLANDS, Chicago actor and script writer, has been appointed continuity acceptance editor of NBC Central Division.

Mr. Belanger

PAUL BELANGER, former television producer with CBS, has been appointed program director of WATV Newark, television outlet of WAAT expected to be on the air in February. Mr. Belanger entered radio at WFEA Manchester, N. H., while a college student. He later became production assistant to Norman Corwin at CBS, produced French documentaries for OWI,, and in 1943 joined WMAL Washington, as producer for Blue Network.

MRS. STEPHANIE LEWIS, formerly with Kal, Ehrlich & Merick Adv., Washington, has joined WTOP Washington, as script writer.

CARL BEIER, former director of Columbia Workshop, will direct performances of Randall Playhouse over WDRC Hartford, starting in January. He will direct series of half-hour dramatic plays on Saturday nights over WDRC and will also lecture at Randall School.

PETER HAMERSON, AFRS veteran and announcer-actor formerly heard on NBC, has joined announcing staff of WAVZ New Haven, Conn. Other additions to WAVZ announcing staff are **BOB TYSON**, Navy veteran, and **CAL KOLBY**, formerly with WBRY Waterbury, Conn. **PATRICIA JULIANELLE** has joined continuity department of WAVZ.

DOROTHY RICH, former program di- at WESX Salem, Mass., and instructor in radio at Endicott Junior College, Beverly, Mass., has been appointed program director of WLYN, new station under construction at Lynn, Mass. **NED FRENCH**, formerly with WESX and WHDH and WORL Boston, has joined WLYN announcing staff.

TED STEEL, orchestra leader, has been signed by WMCA New York for a five-year term as a disc m.c., beginning today (Nov. 17). Mr. Steele will broadcast daily, except Sundays.

Mr. Disney

PETER R. DISNEY, production chief at WHAS Louisville, has been appointed program director of that station. He joined WHAS in 1934 as a vocalist, having previously been with WLW Cincinnati and WNOX Knoxville. After three years with WHAS, he moved to continuity department as writer, later becoming a producer. He was named production chief in 1946.

BILL RYAN, ex-sportscaster and staff announcer of WLBR Lebanon, Pa., is joining announcing staff of WHWL Nanticoke, Pa. His announced plans for going to WRAW Reading, Pa. have been changed.

SALLY WORK, women's director of WBEN Buffalo, has been named chairman of the New York District of the AWB.

CHARLES SMITH, formerly with WGYN New York, has joined announcing staff of WTNT Augusta, Ga.

RICHARD FRENCH, former announcer of WHYC New York, and **PAUL HOWARD**, former announcer of KFMO Flat River, Mo., have joined WTRF and WTRF-FM Bellaire, Ohio, as announcers.

AL STEVENS, m.c., of the WITH Baltimore "Laff WITH Lunch" show, has received a Navy citation for his work with Naval Reserve enlistments.

FRANKLIN PEDDIE, who has been conducting daily quiz program over KOAD (FM) Omaha from radio department of Brandeis, Omaha department store, and who also conducts "Fine Arts Review" on Sundays, same station, has been appointed production manager of KOAD. He succeeds **HARVEY TWYMAN**, resigned. **LIZABETH CRAIG**, during the war a War Dept. civil service worker in Edmonton, Alta., Mt. McKinley, Alaska, and Frankfurt, Germany, is a new addition to KOAD staff.

JACK McCOY, CBS Hollywood m.c.-announcer, and Alexandria Lyell have announced their engagement.

RADIO DIRECTORS GUILD, Hollywood, holds first annual dinner-dance at Beverly Hills Hotel Dec. 2 with **CHARLES VANDA** serving as chairman.

VIRGINIA GRACE, graduate student of Columbia U., has been awarded script writing job at WCBS New York, as result of recent "Operation Collegiate" day at the station. Miss Grace's comedy-drama "Jasmine Spray" was acted and produced by Columbia students during "Operation Collegiate," which was a day devoted to teaching college students station procedure. WCBS executives who saw rehearsal asked Miss Grace to submit test script for "Margaret Arlen Show." Hers was chosen from many sample scripts and she got the job.

ROBERT JOHN EISWORTH, formerly with WHN New York, has joined WHLI and WHNY (FM) Hempstead, Long Island, as an announcer.

MARTHA TILTON replaces **LINA ROMAY** on CBS "Dick Haymes Show" effective Dec. 11. **CLIFF ARQUETTE**, comedian, and **DICK CONWAY**, program writer, have been signed to new contract starting Dec. 11.

DON HARDING has joined announcing staff of CJKL Kirkland Lake, Ont.

KMBC-KFRM TEAM

Stations Will Work Together To Cover Area

WHEN KFRM goes on the air Dec. 7, teamed with KMBC Kansas City, its transmitter will be located approximately 100 miles from its principal studios in Kansas City, center of the trade area. The "KMBC-KFRM Team" is the "best we have thus far evolved to identify radio's newest coverage method," says Arthur B. Church, president of Midland Broadcasting Co., and founder of KMBC.

As a team, KMBC and KFRM will enable one broadcaster to cover an unusally expansive trade area, their half-millivolt contours encompassing practically all of the 500-mile East to West primary trade area, as established by Dr. W. D. Bryant, researchist for Kansas City.

The KMBC-KFRM team will broadcast the KMBC farm service programs, and certain other informational and entertainment programs of value to listeners throughout the great livestock and wheat area covered. At other hours KFRM will carry programs especially aimed at the rural audience, most of which will originate in Kansas City studios, the KMBC-KFRM Service Farms or Kansas City Livestock Exchange.

KFRM is a 5-kw daytime station, on 550 kc. KMBC is 5 kw, 980 kc, fulltime.

1947
10 YEARS
ON THE AIR
1937
NOVEMBER
is ANNIVERSARY MONTH at
WRNL
10 years ago WRNL was only a small 500 Watt ripple on the listening surface of Richmond.
Today we are a 5000 Watt wave of coverage in the south's great tobacco and agricultural center, and a big power in America's fastest growing industrial city.
Put your advertising dollars to work by placing your products before WRNL's receptive, able-to-buy audience.
WRNL
"Growing with Richmond"
910 ON THE DIAL
EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

» IN PHILADELPHIA
WIBG
Leads in SPORTS
10,000 WATTS
Leads in MUSIC
FULL TIME!
Leads in NEWS
Philadelphia's Most Powerful Independent

Capitol's TRANSCRIPTION LIBRARY SERVICE

pays off

FOR STATION WCOS

COLUMBIA, S. C.

WCOS executives are just plain **SATISFIED** with the Capitol Transcription Library Service . . . its quality, audience appeal and **SELLING POWER.** Here's what they say:

"Never has 250 KW radio sounded better — thanks to Capitol. And 'My Serenade' has **SOLD** *five days a week for 52 weeks to a client we've been trying to catch for years.*

"We have had calls from wary listeners trying to settle family arguments on the issue: 'Are those local shows, or are they *really* from Hollywood?' The shows? Why, 'My Serenade' and 'Music from Hollywood,' of course!"

A pay off FOR YOU, TOO!

A welcome achievement for **WCOS** . . . to gain listeners, sponsors, and prestige — all with the Capitol Transcription Service. But *your* station — whether big or small — can do it too. You can tailor the Capitol Service to your own sales and programming problems. And you get every possible help — themes and dated formats each month for 400 complete shows, musical opening and closing themes, voice tracks by the artists, musical interludes. And *always* the highest in transcription quality. All you need for a real **PAY-OFF!**

The coupon below brings you the complete story — at no expense, of course.

Sunset and Vine

Capitol
A DIVISION OF CAPITOL RECORDS
TRANSCRIPTIONS
PROGRAM SERVICE FROM HOLLYWOOD

free demonstration transcription

Capitol Transcriptions
Sunset & Vine
Hollywood 28, California

Please send me without cost . . .

1. **Demonstration Transcription — to show me what makes Capitol's Service *different*.**
2. **Complete details about the Library Service and its costs.**

Name____________________
Position____________________
Station____________________
Street and No.____________________
City and State____________________

WBTM
DANVILLE, VIRGINIA
The Voice of the Rich Piedmont Region *
Now 5000 Watts
1000 Night
PHONE SANDY GUYER
DANVILLE 2350
* *In a certified postcard survey just completed 79.7% of the replys in Danville, Schoolfield and Pittsylvania County show WBTM the outstanding favorite, as it has been for 17 years.*
American Broadcasting Company
GEORGE P. HOLLINGBERY CO.
National Representatives

recording?

demand
Universal
on top of the OPERA BUILDING

in chicago
TRANSCRIPTION MASTERS • REFERENCE RECORDING

HOTEL STRAND
ATLANTIC CITY'S HOTEL OF DISTINCTION
A Hotel Planned and Designed for Your Every Comfort . . . assuring You Absolute Rest and Relaxation . . . amid an Atmosphere of Refinement . . . Beautifully Furnished Rooms . . . Ocean Front Verandas . . . Rooftop Solarium . . . Salt Water Baths . . . Cuisine Unsurpassed . . . Garage on Premises
Fiesta Cocktail Lounge
Favorite Rendezvous of the Elite
Open All Year
Under Ownership Management
Penna. Ave. and Boardwalk

RECEIVING LINE at get-acquainted meeting for Victor M. Ratner (second from r), new CBS vice president and advertising and sales promotion director, included network's president, Frank Stanton, shown greeting Ella Howard, copy writer. Also in receiving line are Louis Hausman (in front of door) and William Golden (far r), both associate directors in Mr. Ratner's department. Behind Miss Howard is Jack Cowden, promotion director of CBS-owned stations.

Stations Throughout Country Devote Special Programs to Community Fund

ANNUAL Community Fund drives are getting under way in cities all over the nation and radio again is carrying a large portion of the promotion. Among reports from stations is one from Boston, where the Hub's eight stations are cooperating in an intensive air campaign. Stations have pooled their efforts for several broadcasts and are airing special programs to help the Fund.

WCOP brought ABC's *Breakfast in Hollywood* to Boston for three shows under the Fund's auspices and it is devoting its daily *Curbstone Quiz* to questions on the Fund. All Boston network stations, WCOP WEEI WBZ WNAC, carried a broadcast of the finals of the Red Feather Girl Contest, and the finalists were interviewed on Continental Television Corp.'s station, WIXDY. WHDH is carrying twice-weekly reports from the Fund chairman and is airing *The Adventures of the Red Feather Man.* WBZ broadcast the annual Community Fund *Youth Serenade*, featuring Vincent Moravec, Harvard football captain.

WNAC has devoted broadcasts of three of its shows, *Quizzing the Wives, Quiz of Two Cities* and *Medical Center of the Air*, to the drive. WEEI presented a special *Interfaith Broadcast*, with leaders of all faiths speaking in behalf of the campaign. Other special programs have been aired by WMEX, WORL and WBMS, with all stations carrying live spots as well as star transcriptions for the drive.

In Washington, D. C., Mike Hunnicutt, morning man at WOL, is conducting a contest based on the Community Chest's slogan, "Everybody benefits—everybody gives." He reads the slogan every morning in several languages and awards two complimentary dinners to persons correctly identifying the languages.

WSPR Over-Subscribes

Staff members at WSPR Springfield, Mass., started the drive off by practicing what they preach and oversubscribing their quota by better than 33⅓%.

WPAY Portsmouth, Ohio, donated 7,500 words of air news copy to the local campaign, to help push the Portsmouth Fund 20% "over the top." At the Community Fund Victory Dinner, attended by over 400 campaign workers, WPAY was honored for its part in the drive.

At KDKA Pittsburgh staff members more than doubled their Community Fund quota of $582. When the final count was made they had contributed $1,086.

TURNTABLE

TRANSCRIPTIONS • RECORDINGS • LIBRARIES

CHARLES MICHELSON Inc., New York transcription firm, Nov. 15 moved to larger quarters at 23 W. 47th St. Telephone: Chickering 4-5058. Firm formerly was located at 67 W. 44th St.

MAYFAIR TRANSCRIPTION Co., Hollywood, has named **RICHARD SANVILLE** as director of Alan Ladd "Box 13" transcribed 52 week series. **VERN CARSTENSEN** is producer and **RUSSELL HUGHES**, story editor.

ARTHUR B. HOGAN, secretary-treasurer of Universal Radio Productions and Universal Recorders, Hollywood, is in charge of operations during absence of **WILL H. VOELLER**, executive vice president, now on a six week tour of Europe for those firms.

NEWS

ROY BATTERSBY, head of press relations division of International Telecommunications Conferences at Atlantic City during the summer, has joined NBC press department in New York as assistant copy editor.

ALLEN JEFFRIES, former newsman of WOWO Fort Wayne, and more recently program director of WBAT Marion, Ind., has joined WIRE Indianapolis, as newscaster

GEORGE HICKS, ABC commentator, will receive the Army's Medal of Freedom for "exceptionally meritorious achievement serving as a correspondent attached to SHAEF during the invasion and liberation of European territory," at a luncheon Nov. 18 in Washington. Gen. Eisenhower is to make presentation.

BILL VEECK, president of Cleveland Indians, has been signed by WGAR Cleveland to be heard regularly each Tuesday on **VAN PATRICK's** 6:05 p.m. sports show.

CARL E. DAVIDSON, ex-editor of Moose Lake (Minn.) Star-Gazette, and formerly with KODK Kodiak, Alaska, is now news editor and personnel supervisor for WXLT Ely, Minn.

CLETE ROBERTS, director of public affairs of KMPC Hollywood, is in Far East for approximately four weeks gathering wire recorded material in Philippines, Korea, China and Japan for broadcast on KMPC, WJR Detroit and WGAR Cleveland.

SAM BALTER, sports director of KLAC Los Angeles, was recently voted radio sports broadcasters' representative on advisory committee for American Legion's charity football game Dec. 20.

FRANK La TOURETTE, ABC western division news and special events director, is on cross-country tour with "Friendship Train" representing radio duing trip, returning to Hollywood Nov. 24.

FRANK (Salty) MALLANTS, fishing commentator of WIOD Miami, has been elected director of Fourth Conservation District of Florida Outdoor Writers. He also is a member of awards and membership committees.

Chicago FM Series

EXCLUSIVE rights to *Sincerely, Kenny Baker* in Chicago area have been obtained from Frederic W. Ziv Co. for transcribed series of programs on FM stations. Series, sponsored by Stewart Warner Corp. will be heard on WGNB Fri., 9:30-10 p.m. (CST) and on WEAW Evanston, Ill., Mon. and Wed., 9:30-9:45 p.m. (CST). Henri, Hurst & McDonald, agency, indicated campaign will be expanded after first of year to include at least five other FM stations.

IT'S NO SECRET . . .
Time Buyers with vision have discovered that
WNEB
delivers more listeners per dollar in the third largest city in New England . . .
WORCESTER MASSACHUSETTS
Represented By:
Adam J. Young Jr., Inc. and Kettell-Carter

Crosley Plans to Enter Boxing Promotion Field

CROSLEY Broadcasting Corp. will apply to the Cincinnati Boxing and Wrestling Commission at its next regular meeting for a license to promote fights there, according to James D. Shouse, Crosley Broadcasting Corp. president. Local promoters barred Crosley from televising boxing matches in Cincinnati, after offering Crosley the privilege if it would pay for all unsold seats. The station refused the offer.

"We do not want to enter into competition with established boxing interests," Mr. Shouse said. Crosley's aim is to offer weekly boxing cards and telecast them over Crosley's video station, W8XCT.

Credit Group Meeting

THE ADVERTISING Agency Credit Group, formed by the New York Credit Men's Assn. to serve as a source for clearing credit information of a specialized nature of interest to agency financial executives, will hear J. K. Lasser, tax consultant, at a luncheon Nov. 19, at the Advertising Club. The credit group whose chairman is Dixon P. Griswold, assistant treasurer of McCann Erickson Inc., New York, includes 27 leading agencies affiliated with the Credit Men's Assn.

WDMG Aids

DURING an electrical blackout in Douglas, Ga., recently, due to general power interruption, WDMG Douglas, received a call from the local hospital asking that an appeal be aired for an emergency blood transfusion. Realizing that it would be impossible to air the appeal at once since the transmitter power was off, Jack Wilkerson, WDMG traffic director, stopped his work and rushed to the hospital to give the transfusion himself. His blood typed with that needed and the station reports that the patient is now recovering.

IN THE PUBLIC INTEREST

WSPR Records Council

WITH APPROVAL of Mayor Daniel B. Brunton of Springfield, Mass., WSPR Oct. 31 tape-recorded the entire proceedings of a special session of the Common Council taking action to erect a memorial stadium to World War II veterans. Arrangements were made through Albert Zack, WSPR news editor, with Chief Engineer Lawrence A. Reilly and Wayne Latham, program director, handling the recordings. To promote broadcast of the Council, Howard Keefe, promotion manager, sent telegrams to every member of both houses of the city government, and to all civic leaders of Springfield. Reaction was highly favorable.

* * *

Replanting Woodward Trees

WKY Oklahoma City has initiated a plan to replant 5,000 trees in tornado-stricken Woodward, Okla. Station personnel has already met with Woodward officials to formulate campaign to raise funds for the project. Civic, educational, informational and agricultural groups are cooperating, and clubs and organizations have agreed to plant the trees. Forestry experts are making surveys to determine planting schedules and proper locations.

* * *

Praised for Fire Aid

WHAV, new 250-w station at Haverhill, Mass., won the praise of Haverhill's fire chief, Benjamin L. Chase, and other fire officials for its assistance in connection with forest fires that menaced the neighboring towns of Hampstead, Atkinson and Salem, N. H., and Merrimack and Groveland, Mass. Fire officials used WHAV's facilities when the New England forest fires were raging to call off-duty fire fighters back to work. WHAV also broadcast warnings to householders and announcements of traffic bans in fire-gutted and fire-threatened woodlands. Station aired an eyewitness account of the fires by a *Haverhill Gazette* newsman.

WJPA 'Penny Parade'

WHAT TO DO with 1200 pennies was the question asked WJPA Washington, Pa. by one of its listeners, Mrs. Jo Guy. She suggested a Halloween party for the 52 children of Washington County Children's Home, and her idea started the ball rolling for WJPA's "Penny Parade" which not only financed the Halloween party but will also pay for a Thanksgiving and Christmas celebration for the children. With such slogans as "You'll never miss it, they'll never forget it," WJPA used every program on the station's log to promote the ten-day drive with the aim of collecting a penny from every WJPA radio home. At the end of ten days, WJPA had 19,599 pennies—89 pennies above its goal. The station reports that the Halloween party was a big success and plans are underway for elaborate entertainment on Thanksgiving and Christmas.

* * *

Twin City X-Ray Drive

SELLING 94.4% of all prospects in the market is the outstanding record marked up in Minneapolis-St. Paul this summer by the free chest X-ray campaign, using almost every advertising medium. Radio played an important role in influencing 306,111 adults out of a possible 324,000 persons over 15 years of age to take advantage of the service. Stations WCCO KSTP WTCN WCTN-FM WLOL WDGY WMIN and KUOM contributed a total of 687 spot announcements, 884 station breaks and 86 quarter-hours. In addition, eight Twin City stations averaged two news stories a day and spotted regular announcements calling attention to the locations of the X-Ray units. George Jordan, public relations director of Olmsted & Foley Adv., Minneapolis, directed the overall publicity campaign and Jim McTighe, agency's radio director, handled radio contacts and copy.

* * *

WHCU Safety Drive

VANDALISM in central New York on recent Halloweens was reduced to a minimum in Ithaca this year, due to a campaign launched by WHCU Ithaca, according to a spokesman for the station. Special assemblies were scheduled in each school for the week before Halloween. WHCU then wrote and produced three different dramatizations—one for each school audience and the third for broadcasting. The programs omitted finger-pointing but instead created interest by introducing the subject of Halloween as a seasonal oddity, and discussing its historical background. Appeals for a safe and sane Halloween were then made. As a result, WHCU reported, Ithaca's police marshall, the county sheriff and state police all agreed the Halloween menace was neutralized.

IT'S A FACT!

THE ABC STATION FOR YOUNGSTOWN IS YOUR BEST BUY FOR OHIO'S 3rd MARKET

ASK HEADLEY REED

WFMJ
YOUNGSTOWN, OHIO

COMING SOON 5000 WATTS

Miss Ruth Jones
Benton & Bowles
444 Madison Ave.
N.Y.C.

Dear Ruth . . .

Sound's just like a movie . . . But you should see the people croudin' around our lobby . . . Big election today . . . they're tryin' to decide whether or not Charleston should have a city Mgr. Harry Brawley, he's our director of Public affairs used this as a topic on his Tuesday night forum broadcast twic't an' also held a special program . . . Front page news too mind you . . . plus several mentions . . . Yessir that's promotion and public service . . . Course what with 5000 watts at 580 we got the public to service . . . and then them CBS programs don't hurt us none . . . Well, here comes cousin' Thad—my readin' cousin to read me the ballot so's I can vote.

yrs.
algy.

WCHS
Charleston, W. Va.

YOU CAN HEAR THE DIFFERENCE

WMPS
MEMPHIS
68
On Your Radio

10,000 W Day Time
5000 W Night Time

YOU CAN HEAR THE DIFFERENCE

REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

DOES THE JOB *Alone*

WOW
OMAHA

NBC*
590
5000 WATTS

WRITE, WIRE or PHONE JOHN J. GILLIN
*AFFILIATE
JOHN BLAIR & CO., Representatives

BAHA'I

The Coming of World Religion

7.

THE MEETING OF EAST AND WEST as a spiritual event took place in the message of Baha'u'llah to our age.

To the East he brought the mystical person of the Prophet, intermediary between God and man, who evokes the deepest qualities of the soul—understanding and knowledge.

To the West he offered the way to social justice and universal peace—a true program of evolution from nationalism to world order.

Because the mystical East and the dynamic West have been joined by the divine spirit, their eventual union in one humanity and one civilization is assured.

Baha'i literature free on request.

BAHA'I PUBLIC RELATIONS
536 Sheridan Road, Wilmette, Ill.

SPONSORS

HOWARD F. LOCHRIE has been promoted from advertising manager to director of marketing of Birds Eye-Snider Div. of General Foods Corp., New York. Other appointments include **EMERSON H. McWHORTER**, manager of market research; **LUTHER V. HAGGERTY**, manager of advertising; and **EDWARD TABIBIAN**, manager of sales promotion.

Mr. Lane

THOMAS H. LANE, director of sales promotion and advertising for Rexall Drug Co., Los Angeles, has been elected a vice president of the firm. Joining Rexall Drug Co. in fall of 1945. Mr. Lane is in charge of national and retail advertising, sales promotion, display, package design, publicity and public relations. During war Mr. Lane was director of advertising, press and radio for U.S. Treasury Dept., in national charge of War Bonds promotional campaigns. Prior to that he had been a copy writer and account executive of Young & Rubicam, New York. Previously he had been with WOR New York.

RICH MAID PRODUCTS, Glendora, Calif. (soft drink), appointed Pat Patrick Co., Glendale, to handle national advertising. Transcribed announcement campaign is planned.

LUMITE DIV. of CHICOPEE MFG. Corp., New York (maker of Lumite insect screening and Lumite woven plastic fabrics), has appointed Geyer, Newell & Ganger, New York to handle advertising, effective Jan. 1. Media plans are not set yet.

WESTINGHOUSE ELECTRIC INTERNATIONAL Co., New York, has appointed Fuller & Smith & Ross, that city, as advertising agency. Plans call for institutional campaign and for special campaigns on consumer appliance lines, first of which is radio, currently being released.

LEKTROLITE Corp., New York (maker of flameless cigarette lighters), is using telecasts of one-minute filmed commercials on WABD New York and WBKB Chicago, preceding sports programs. WABD schedule calls for spots to go on before Sunday afternoon professional football games. On WBKB spots precede Tuesday night fights. Donahue & Coe New York, placed video spots which continue through football season on WABD and for 26 weeks from Oct. 14 on WBKB.

COOPERATIVE MATTRESS Assn., Los Angeles, has appointed John Freiburg Co., that city, to handle all advertising. Radio will be used.

NATIONAL CHEESE Co. (maker of Daisy Brand cream cheese, cottage cheese and whipped butter) has expanded advertising budget to include radio. Firm started "Talking With Toni" Nov. 10 on WCFL Chicago. Agency: Harry J. Lazarus & Co., Chicago.

GOLDEN NUGGET SWEETS Ltd., San Francisco, has appointed Connor Co., that city, to handle advertising for its Big Hunk candy bar. Spot radio is planned.

WILLIAMS HEATING ENGINEERS, Home Heating Units, New York, has appointed William Warren Adv., New York, to handle advertising campaign. Advertiser started test spot announcement campaign Nov. 4 for 13 weeks on WFAS White Plains, New York.

TELE-TRADING POST, New York mail order firm, has contracted for series of one-minute film spots to be telecast daily, Mon.-Fri., on WABD New York, starting Dec. 1. Home appliances of type most effectively sold through demonstration will be advertised in video announcements, acording to **W. S. WURZBURGER**, president of Tele-Trading Post, which he organized following successful video test in selling electric dish washers.

McMAHAN FURNITURE CO., Los Angeles (California chain), Nov. 10 started transcribed "Myrt & Marge" on KYOS Merced, Calif., in 13-week test prelude to possible application to all areas served by chain's 27 stores. Agency: M-C-M Adv. Agency, Santa Monica, Calif.

COCA-COLA EXPORT SALES CO., authorized bottler of Coca-Cola, through McCann-Erickson branches in Montivideo and Buenos Aires, is sponsoring three new musical programs in Argentina and Uruguay. Programs are "Pathway of the Stars," on Radio Carve, Montevideo, Uruguay; "Gala Events in Rosario," on Radio del Literal in Rosario, Argentina; "Stars and Movie Stars," on Radio Splendid, Cordoba, Argentina. Shows will run for ten weeks.

FARNSWORTH TELEVISION and RADIO Corp., Fort Wayne, Ind., has appointed Warwick & Legler Inc., to handle advertising, with **J. R. WARWICK**, vice president, supervising the account. Effective Jan. 1, campaign will include radio advertising, although plans have not been completed.

HOLSUM BREAD Div. of Langendorf United Bakeries, San Francisco, has appointed Honig-Cooper Co., that city, to direct advertising. Media will include radio. J. Walter Thompson Co., San Francisco, has balance of Langendorf account.

CRAIG OIL Co., Oakland, Calif. (gasoline and oil products), has appointed The Tullis Co., Hollywood, to handle its advertising. Radio budget for 1948 will approximate $75,000.

CALIFORNIA APPAREL CREATORS, Los Angeles, account has been resigned by Foote, Cone & Balding, Los Angeles.

ACADEMY THEATRES, Los Angeles (movie chain), which has appointed The Tullis Co., Hollywood, to handle its outdoor and radio advertising, will spend $35,000 for radio in 1948.

GILFILLAN BROTHERS Inc., Los Angeles (radio set manufacturers), has appointed Ad Assoc., Los Angeles, to place advertising, with all media being considered.

A. X. SCHILLING, advertising manager of Southern California Edison Co., Los Angeles, has been elected president of Southern California Industrial Adv. Assoc.

SUNSET VENETIAN BLIND Co., Oakland, has appointed C. H. MacDonald Adv., San Francisco, to handle advertising. Plans are now being formulated for campaign in 11 western states.

AMERICAN-MARIETTA Co., Chicago (Paint, asphalt products), has appointed Ruthrauff & Ryan, Chicago, to handle national advertising. Radio will be used.

SCHULZE & BURCH BISCUIT Co., Chicago (cookies), has appointed Gordon Best Co., Chicago, to handle advertising. Radio will be used.

PHILCO DISTRIBUTORS (Chicago division) and **EMERGENCY RADIO & APPLIANCE DEALER** (for Philco products) Nov. 2 began co-sponsorship of Chicago Blackhawk hockey home telecasts on WBKB Chicago. Contract, covering all games but opener, was placed direct.

GOLDEN CREME FARMS, Los Angeles (milk, cream distributor), has appointed Pat Patrick Co., Glendale, to handle regional advertising, and will use transcription programs and announcements on So. Calif. stations.

LOUIS MILANI FOODS Inc., Los Angeles (sauces, packaged foods, 1890 French dressing), has appointed Smith, Bull & McCreery Adv., Hollywood, to handle national advertising. Radio will continue to be used.

JERSEYMAID MILK PRODUCTS Co., Los Angeles, Nov. 3 started spot announcement schedules on KLAC KFWB KFAC KMPC. Contracts are for five weeks. Agency: Mogge-Privett Inc., Los Angeles.

CIRCUS FOODS, Inc., San Francisco (circus peanuts), has appointed BBDO, San Francisco, to handle advertising.

CANADIAN OIL Co., Montreal (Red Rose oil and gasoline), Nov. 18 starts "Military Jumps at Royal Canadian Winter Fair," on 11 Dominion network stations, Nov. 18 9:30-10 p.m., Nov. 19, 20, 22, 24, 25 and 26, 10:30-11 p.m. Agency: McConnell Eastman & Co., Montreal.

LANGENDORF UNITED, BAKERIES San Francisco (Holsum Bread div.), has appointed Honig-Cooper, same city, to direct advertising. Radio campaign is being planned.

A. GETTELMAN BREWING Co., Milwaukee, has contracted for sponsorship of wrestling matches to be televised Thursdays by WTMJ-TV Milwaukee, beginning Dec. 4. Brewing company is second sponsor to sign for sports telecasts on station, which begins operation Dec. 3. **WADHAMS Div. of SOCONY VACUUM OIL Co.**, has already signed for ten home games of Marquette U. basketball team.

SWIFT & Co., Chicago (meat, ice-cream producers), has transferred its Prem canned meat account from J. Walter Thompson Co. to McCann-Erickson, Chicago. Move will give McCann-Erickson all of Swift's canned meat products. Account will include Swift's share of ABC "Breakfast Club," Thurs., 8-30-45 a.m. (CST).

MANHATTAN SOAP Co., Nov. 17 renews for 52 weeks "Romance of Evelyn Winters" and "Rose of My Dreams" on CBS Agency: Duane Jones & Co., New York.

W. K. BUCKLEY Ltd., Toronto (proprietary), has started weekly quiz show "Spin To Win" on CFRB Toronto, CFRA Ottawa, and CKOC Hamilton, and spot announcements on a number of Canadian stations. Agency: Grant Adv. of Canada, Toronto.

HORN & HARDART BAKING Co., Philadelphia, has signed for its 19th year of sponsorship of "Children's Hour" on WCAU Philadelphia, Sun. 11:30 a.m. Contract for 52 weeks was placed by Clements Co., Philadelphia.

ED SCHUSTER Co., Milwaukee (department stores), has signed for 15th year of sponsorship of "Billie the Brownie" on WTMJ Milwaukee, pre-Christmas program, which began Nov. 6 and will run through Christmas Eve.

BROWN BROTHERS, Ltd., Toronto (stationers), has appointed Vickers & Benson Ltd., Toronto, as advertising agency. Plans have not yet been completed for winter campaign.

Toni's Toni

NEISEN HARRIS, president of Toni Inc., St. Paul (home permanent), one of the nation's top users of network radio, is the father of a girl born Nov. 10. The baby's name?—Why, Toni, of course.

Bob Moore Featured

ATTRACTIVELY illustrated promotion piece featuring the "Bob Moore Show" heard on WLAW Lawrence, Mass., has been distributed by that station. Mailing piece shows pictures of program and participants, reviews of format, and is headed: "The First Radio Feature of Its Kind in New England."

CBS Hollywood will shift its press department from Columbia Square to owned property directly north of location at 1538 El Centro, Hollywood. Move is made necessary by expanded space needs of network's program section handling transcontinental programs.

DIRECTOR OF SALES
FIRST WORD ON MARKETS
...FINAL WORD ON MEDIA

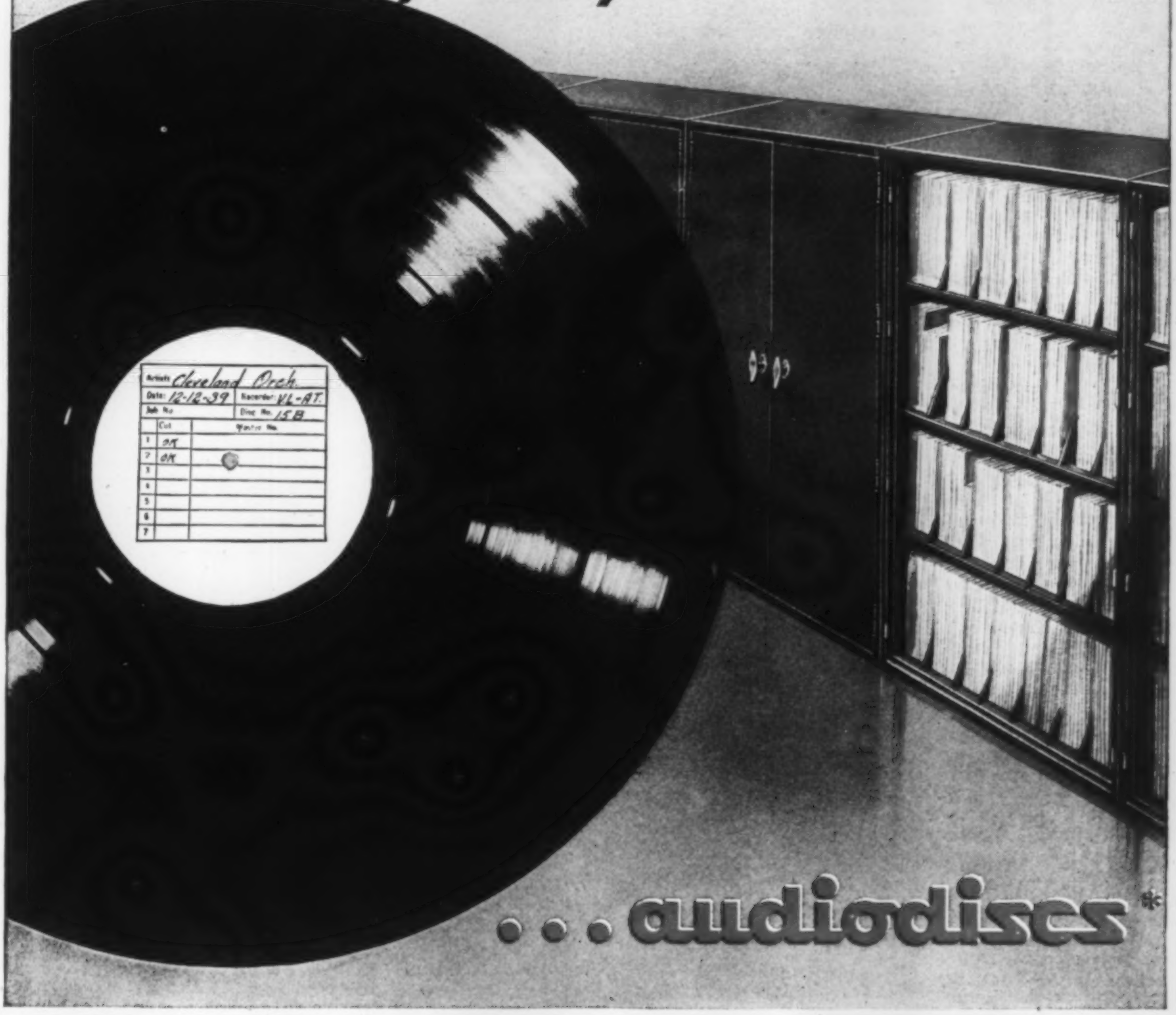
Sales MANAGEMENT

Reaching the
TOP MANAGEMENT
OF MARKETING

386 Fourth Avenue, New York 16, N. Y.
Chicago, Ill. • Santa Barbara, Calif.

AFTER YEARS IN COLUMBIA RECORDS' FILES

— they STILL *speak for themselves*



"Master safety disc No. 15B — an AUDIODISC — recorded December 12, 1939, was taken from our files and played back on September 12, 1947. This test showed that after almost eight years the recorded quality was still excellent and there was no measurable increase in surface noise. Surface noise of a new cut, made on this disc at the same date in 1947, was no different from the original cut."

This is the brief, factual report by Columbia recording engineers on a test made to measure the lasting qualities of AUDIODISCS. In the photograph the two large bands show the orchestral recording made in 1939. Close to these are the unmodulated grooves cut this year.

One more convincing proof of a most important claim — ***"AUDIODISCS do not deteriorate with age either before or after recording, and there is no increase in surface noise from the time of recording to playback or processing—whether it be a few days or many years."***

AUDIO DEVICES, INC., 444 Madison Avenue, New York 22, N.Y.

Export Department: Rocke International Corp., 13 E. 40th Street, New York 16, N. Y.

Audiodiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris

*REG U S PAT. OFF.

they speak for themselves **audiodiscs**

KBMT(FM) Takes the Air In San Bernardino, Calif.

KBMT, the Sun Co.'s new FM station in San Bernardino, Calif., took the air with a two-hour inaugural broadcast Oct. 29 after it had been introduced to the public with a 12-page spread in the San Bernardino *Evening Telegram.* The special radio section carried pictures and articles of the station and staff.

Heading the new station as manager is Don Henry Goodcell, for the past two years assistant to the publisher of *The Sun.* Other staff members announced are Russell M. Burroughs, formerly with WEBC Duluth, WEAU Eau Claire, Wis., and Gavin & Reid Adv. Agency in Pasadena, comercial manager; Paul Lynde Jr., formerly with KFXM San Bernardino, program director; Ted Emm, formerly with Hazeltine Radio Corp. and American Airlines, chief engineer, and Leo H. Cross, chief announcer.

KBMT, owned by the local Sun Co., is on channel 260, 99.9 mc.

Ishpeming Station, WJPD, Starts on 250 w Fulltime

WJPD Ishpeming, Mich., "The Voice of the Iron Country," went on the air Nov. 16, as a fulltime 250-w station on 1240 kc. Licensee is Ishpeming Broadcasting Co. Opening ceremonies were held in the Ishpeming High School auditorium, with Ward Quaal, of WGN Chicago, as master of ceremonies.

James P. Deegan is president; Arvid A. Nyland, vice president; Henry R. Ruusi, treasurer; William H. Alderton, secretary. Other directors include: Waldemar T. Elson, James E. Flaa and Harold G. Peterson.

KTXL San Angelo, Tex. On Air With 250 Watts

KTXL San Angelo, Tex. is now on the air with 250 w fulltime, on 1340 kc. A Mutual affiliate, KTXL is owned and operated by the Westex Broadcasting Co. Station began operations Oct. 8.

Heading the staff as general manager is I. Steve Roberts. Staff includes: Mike Shapiro, commercial manager; Jack Procter, chief engineer; Jack Sterling, program director; Walton Foster, Bob McClellen, Jim Thomas, announcers; Bill Culbertson, Robert Benson, David Gattis, engineers.

New WHAM Home

FEBRUARY 14, 1948 has been selected as the day when the Rochester Radio City, new home of WHAM and WHFM, will be introduced to the public. Beginning that day, the Stromberg-Carlson Co., owner of the stations, will stage a 10-day open house celebration which will consist of tours, receptions, and special audience programs, according to William Fay, vice president and general manager of the stations.

ACTIONS OF THE FCC

NOVEMBER 7 TO NOVEMBER 13

CP-construction permit
DA-directional antenna
ERP-effective radiated power
ST-studio-transmitter
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur-aural
vis-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours

November 7 Decisions . . .

DOCKET CASE ACTIONS

AM—1220 kc

Announced decision granting application of Norfolk Bcstg. Corp. for new station Norfolk, Va., 1220 kc 250 w D, cond. Denied application of Tidewater Bcstg. Corp. for 1230 kc 100 w unl. (Comr. Denny not participating; Comrs. Durr and Hyde dissenting).

BY COMMISSION EN BANC

Transfer of Control

WTMJ et al Milwaukee—Granted transfer of control of The Journal Co., licensee of WTMJ WSAU WAHB WEIN WEIO WEIP WJER WTMJ-FM WSAU-FM W9XKY W9XMK WTMJ-TV, from Harry J. Grant and Faye McBeath to trustees under The Journal Co. Employee's Stock Trust Agreement, for consideration of $1,345,600.

November 7 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KUCB Blythe, Calif.—Mod. CP which authorized new standard station to change type trans. and vertical ant.

License for CP

KWWL Waterloo, Iowa—License to cover CP as mod. which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

WKCT Bowling Green, Ky.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1280 kc

Eugene Bcstrs. Inc., Eugene, Ore.—CP new standard station 1280 kc 1 kw DA-N. AMENDED re change in DA.

License for CP

KSTA Coleman, Tex.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WCEC Rocky Mount, N. C.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1030 kc

Baylor University, Houston, Tex.—CP new standard station 1030 kc 50 kw D (LSR Boston, Mass., to LSS Houston, Tex.). AMENDED to change application from new standard station to application for KWBU to move existing station KWBU from Corpus Christie to Houston, Tex.

AM—1380 kc

Pryor Dillard, Raymondville, Tex.—CP new standard station 1380 kc 250 w unl. AMENDED to change power from 250 w to 100 w-N 250 w-D and make change in ant.

Modification of CP

WHLW Rutland, Vt.—Mod. CP as mod. which authorized new standard station to change trans. and studio locations and for extension of completion date.

Modification of CP

KLX-FM Oakland, Calif.—Mod. CP as mod. which authorized new FM station for extension of completion date.

WMAL-FM Washington, D. C.—Mod. CP as mod. which authorized new FM station to change trans. site (geographic coordinates only); type of trans., ant. height above average terrain to 475.5 ft. and make changes in ant. system.

WJNO-FM West Palm Beach, Fla.—Mod. CP as mod. which authorized new FM station for extension of completion date.

KSEI-FM Pocatello, Ida.—Mod. license which authorized new FM station to change studio location.

WCSI Columbus, Ind.—Mod. CP as mod. which authorized new FM station to change ERP to 71 kw; make changes in ant. system and change commencement and completion dates.

WTRC-FM Elkhart, Ind.—Mod. CP as mod. which authorized new FM station for extension of completion date.

WCAO-FM Baltimore, Md.—Same.

WOAP-FM Owosso, Mich.—Same.

WJLK Asbury Park, N. J.—Same.

License for CP

WKNP Corning, N. Y.—License to cover CP as mod. which authorized new FM station .

WSYR-FM Syracuse, N. Y.—Same.

WHPE-FM High Point, N. C.—Same.

Modification of CP

WMIT Winston-Salem, N. C.—Mod. CP as Mod. which authorized changes in FM station to change studio location, ERP to 300 kw and commencement and completion dates.

License for CP

WCTS Cincinnati—License to cover CP as mod. which authorized new FM station.

Modification of CP

WELD Columbus, Ohio—Mod. CP as mod. which authorized changes in FM station to make changes in ant. system.

WISR-FM Butler, Pa.—Mod. CP which authorized new FM station to change type trans. and to make changes in ant. system.

WHP-FM Harrisburg, Pa.—Mod. CP as Mod. which authorized new FM station for extension of completion date.

WCAE-FM Pittsburgh—Same. Also mod. CP as mod. which authorized new FM station to change type trans. and to make changes in ant.

WPAM-FM Pottsville, Pa.—Mod. CP as mod., which authorized new FM station for extension of completion date.

FM—100.9 mc

El Mundo Bcstg. Corp., San Juan, P. R.—CP new FM station (Class B) on Channel 265, 100.9 mc, ERP 15.7 mc.

Modification of CP

WCRS-FM Greenwood, S. C.—Mod. CP which authorized new FM station for extension of completion date.

KSBL San Antonio, Tex.—Same.

FM—97.3 mc

Tacoma Bcstrs. Inc., Tacoma, Wash.—CP new FM station (Class B) on Channel 247, 97.3 mc, ERP 2.3 kw. AMENDED to change channel from 247 to 243, 96. mc.

Modification of CP

WIBA-FM Madison, Wis.—Mod. CP as mod., which authorized new FM station for extension of completion date.

Remote Pickup

Radio Service Corp. of Utah, Salt Lake City—CPs two new remote pickup stations on 153.05, 153.53 kc 6 w emission A-3 and hours in accordance with Sec. 4.403.

License for CP

KCRW Santa Monica, Calif.—License to cover CP as mod., which authorized new noncommercial educational station.

APPLICATION DISMISSED

AM—1450 kc

The Montana Network, Great Falls, Mont.—CP new standard station 1450 kc 250 w unl. DISMISSED Nov. 6, request of attorney.

TENDERED FOR FILING

Modification of CP

Sun Country Bcstg. Co., Tucson, Ariz.—Mod. CP to change proposed trans. location, using 580 kc 1 kw DA-N.

Assignment of License

Escambia Bcstg. Co., Pensacola, Fla.—Consent to assignment of license and CP to Escambia Bcstg. Co.

AM—1110 kc

WSLA Hammond, La.—CP move trans. and studio location from Hammond to Metairie, La., and install new ant. system.

(*Continued on page 76*)

BOAT TRIPS to the WCBS 50-kw transmitter on Columbia Island off New Rochelle, N. Y., and tours around the transmitter plant were arranged for station's 62 staff members recently to help acquaint them with the transmitter facilities. This group was snapped enroute to the island (l to r): Mitzi Ercsey, secretary in the sales department; Henry Untermeyer, special events director; Edna Barnes, record librarian; Assistant General Manager Richard Swift.

Announcing a new
NATION-WIDE SERVICE

BROADCAST ENTERPRISES, INC.

Radio Management Consultants

AM FM TV FAX

BROKERS FOR PURCHASE AND SALE OF RADIO STATIONS

- PERSONNEL STATION MANAGEMENT AND ORGANIZATIONAL STUDIES
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NATIONAL 3113

WASHINGTON, D. C.

Satisfaction is the Key to Lingo Progress

"...the best radiator on the market!"

"The vertical tower is very satisfactory . . . extremely pleased not only with the tower but also with the erection of it."

—Station WAGM
Presque Isle, Maine

LINGO
Vertical Tubular Steel
RADIATORS

6 "Exclusives" Make Lingo Towers and Service the best available to you:

1. Moderate initial cost
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6. Single responsibility

FREE ENGINEERING HELP

Write us location, power, frequency proposed for your station. Get information without obligation on proper radiator height, ground systems, other related problems.

JOHN E. LINGO & SON, INC.
EST. 1897 CAMDEN, N. J.

FCC Actions

(*Continued from page 74*)

Applications Cont.:

SSA—1310 kc

WKMH Dearborn, Mich.—Request for SSA to operate with 1310 kc 1 kw D until completion of unl. 1310 kc installation authorized Oct. 30, 1947.

Assignment of License

WGTM Wilson, N. C.—Consent to assignment of license and CP to Watson Industries Inc. License on 1340 kc CP for 590 kc.

SSA—780 kc

KSPI Stillwater, Okla.—Request for SSA to operate from 6 a.m. to 7:30 p.m. (CST) for regular license period on 780 kc 250 w instead of local sunup to sunset.

November 10 Decisions . . .

DOCKET CASE ACTIONS

Hearing Reopened

Announced adoption of order reopening for further hearing application of WDZ Tuscola, Ill., for CP move studio and trans. location from Tuscola to Decatur, Ill. Hearing to be held at Tuscola Dec. 11 on issues previously designated and on following additional issue: "To determine whether the policies of the applicant, including policies pertaining to programming, personnel, and commercial practices, have been designed to serve the community of Tuscola and its environs in the public interest."

BY THE SECRETARY

WBEX Chillicothe, Ohio—Granted license for new station 1490 kc 250 w unl. and for change in studio location.

WMIX Mt. Vernon, Ill.—Granted license for new station 940 kc 1 kw D.

Federal Telecommunication Labs. Inc., Nutley, N. J.—Granted license for new developmental station W2XFZ.

Philco Television Bcstg. Corp., area between Philadelphia and New York—Granted license for exp. television station W10XP W10XPB W10XPC.

J. E. Rodman, area Fresno, Calif.—Granted license for new remote pickup station KPRB.

Following were granted mod. CP for extension of completion dates as shown: WDXE Birmingham, Ala. to 5-24-48; KVCV-FM Redding, Calif., to 3-14-47; WTRF-FM Bellaire, Ohio, to 12-22-47; WMMW-FM Meriden, Conn., to 2-23-48; WLAN-FM Lancaster, Pa., to 3-13-48; WCNB Connersville, Ind., to 2-29-48; WNDR-FM Syracuse, N. Y., to 1-1-48; KVCV Redding, Calif., to 6-25-48; WMFF Plattsburg, N. Y., to 6-10-48.

KGO San Francisco—Granted mod. CP to change type trans. and make changes in DA.

KJSK Columbus, Neb.—Granted mod. CP for approval of ant., trans. and studio locations.

WFRC Reidsville, N. C.—Granted license for new station 1600 kc 1 kw DA-N unl. and to specify studio location.

KSET El Paso, Tex.—Granted mod. CP to make changes in trans., for approval of ant. and trans. location and to specify studio location.

WCSR Cobleskill, N. Y.—Granted mod. CP to change type trans., for approval of ant. and trans. location and to specify studio location.

WKEU Griffin, Ga.—Granted mod. CP to change type trans.

WBOC Salisbury, Md.—Granted mod. CP to install new trans.

KEPO El Paso, Tex.—Granted mod. CP to make changes in DA and to specify studio location.

WBRE-FM Wilkes-Barre, Pa.—Granted mod. CP to make changes in ant. system.

KRIC-FM Beaumont, Tex.—Granted mod. CP to change trans. site.

Following were authorized mod. CPs for extension of completion dates as shown: KALB-FM Alexandria, La., to 3-13-48; WSM-FM Nashville, to 3-31-48; WDOD-FM Chattanooga, to 1-18-48; WIOD-FM Miami, Fla., to 5-22-48; WLAW-FM Lawrence, Mass., to 2-12-48; WINX-FM Washington, to 1-29-48; WCAP-FM Asbury Park, N. J., to 3-2-48; WJBK-FM Detroit, to 5-29-48.

WJEL Springfield, Ohio—Granted license for new station 1600 kc 500 w D.

WAVZ New Haven, Conn.—Granted license for new station 1260 kc 1 kw D; and to specify studio location.

WDEF Chattanooga, Tenn.—Granted license covering change to 1370 kc, increase power to 1 kw-N DA-N 5 kw-LS, install new trans. and change trans. location.

WLOS Asheville, N. C.—Granted license for new station 1380 kc 1 kw-N 5 kw-LS unl. DA-N.

KSO Des Moines, Iowa—Granted mod. CP for extension of completion date to 5-27-48.

WJIG Tullahoma, Tenn.—Granted mod. CP for approval of ant., trans. and studio locations.

KVVC Ventura, Calif.—Granted mod. CP to change name of permittee from Ojai Bcstg. Co. to KVVC The Voice of Ventura County, and to specify studio location.

WATK Antigo, Wis.—Granted mod. CP for approval of ant., trans. and studio locations.

WVJP Caguas, P. R.—Granted mod. CP to change type trans. and type of vertical ant. and to change studio location.

WLTR Bloomsburg, Pa. — Granted mod. CP for extension of completion date to 180 days after grant.

WSTC Stamford, Conn.—Granted CP install new vertical ant. and mount FM ant. on AM tower, and change trans. location.

WSFL Springfield, Mass.—Granted mod. CP to change type trans.

Following were granted mod. CPs authorizing extension of completion dates as shown: WBBR Staten Island, to 2-24-48; WCSC Charleston, S. C., to 1-20-48; WMRF Lewiston, Pa., to 11-30-47; WBIR Knoxville, to 12-24-47; KFGO Fargo, N. D., to 1-27-48; WDOS-FM Oneonta, N. Y., to 1-22-48; WLAL Cleveland, to 2-27-48; WWNY-FM Watertown, N. Y., to 1-1-48; WAGE-FM Syracuse, N. Y., to 5-18-48; WFIU Bloomington, Ind., to 5-27-48; KFPW-FM Ft. Smith, Ark., to 1-3-48; KFAC-FM Los Angeles, to 1-27-48; WGOR Ft. Lauderdale, Fla., to 2-19-48; WKRS Waukegan, Ill., to 1-13-48; WWVA-FM Wheeling, W. Va., to 5-21-48; WOL-FM Washington, to 3-26-48; WKOK-FM Sunbury, Pa., to 1-25-48; WCVS-FM Springfield, Ill., to 1-28-48; WHAV-FM Haverhill, Mass., to 3-1-48; WMFM No. Adams, Mass., to 2-13-48.

WIMS Michigan City, Ind.—Granted license for new station 1420 kc 1 kw D, and to specify studio location.

KFQD Anchorage, Alaska—Granted mod. CP for extension of completion date to 1-12-48.

The Evening News Assn., Portable — Wayne and adjacent counties, area of Detroit—Granted CPs for new exp. television relay stations.

Following remote pickup stations were granted renewals subject to changes in frequency which may result from proceedings in Docket 6651: WAAJ, The Fort Industry Co.; WRDN, Great Trails Bcstg. Corp.; WAXE, Havens & Martin Inc.; WATB, Indianapolis Bcstg. Inc.; WCBJ, Lehigh Valley Bcstg. Co.; WCYJ WAID WAUQ WGBE WGBH, Onondaga Radio Bcstg. Corp.; WAIN WEKI, Peoria Bcstg. Co.; WERB, Pinellas Bcstg. Co.; KABH, Radio Station KTBS Inc.; WELE WJKF WBNT WGBD WJLF, RadiOhio Inc.; KIDN KREJ, Redwood Bcstg. Co Inc.; WECC WEOY, John M. Rivers; WAAR WEKN, Rockford Bcstrs. Inc.; WJSN, The Sun Pub. Co. Inc.; KEHF, Tri-State Bcstg. Co. Inc.; KTSR, Tri-State Bcstg. Co. Inc.; WEHU WEHX WJSM, United Bcstg. Co.; WEMZ, WHEC Inc.; WEND WHPA WHPB WHPR, WHP Inc.

The Fort Industry Co., area of Toledo, Ohio—Present license for remote pickup station WEHQ was extended upon a temp. basis for period ending Jan. 1, 1948, pending determination upon application for renewal.

Gila Bcstg. Co., area Safford, Ariz.—Same KCNL.

Edwin A. Kraft, area Juneau, Alaska—Same KBQB.

ACTION ON MOTIONS

(By Commissioner Jones)

KPAB Laredo, Tex.—Granted petition for leave to intervene in proceeding in re Dockets 7604 and 8542.

WFAA Dallas and WBAP Fort Worth, Tex.—Granted petitions requesting leave to intervene in proceeding on application of KLCN.

Northwestern Theological Seminary etc., Minneapolis—Granted petition for leave to amend applications to show creation of new office, asst. to president, and election to that office of Geo. M. Wilson.

(*Continued on page 92*)

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. Adams 2414

McNARY & WRATHALL
904 NATIONAL PRESS BLDG. DI. 1205
WASHINGTON, D. C.

PAUL GODLEY CO.
LABS: GREAT NOTCH, N. J
LITTLE FALLS 4-1000

GEORGE C. DAVIS
501-514 Munsey Bldg. — District 8456
Washington 4, D. C.

Commercial Radio Equip. Co.
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Telephone NAtional 7757

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PAUL A. deMARS
ASSOCIATE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
A Complete Consulting Service
WARNER BLDG. WASHINGTON, D C.
13TH & E STS., N. W.
NATIONAL 6513-6515

LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

FRANK H. McINTOSH
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.

RUSSELL P. MAY
1422 F St., N.W. Kellogg Bldg.
Washington, D. C. REpublic 3984

HAROLD B. ROTHROCK
GEORGE B. BAIREY
ASSOCIATE
1909 EYE ST., N.W. NATIONAL 0196
WASHINGTON, D. C.

GARO W. RAY
991 BROAD STREET PHONE 5-2055
BRIDGEPORT, CONNECTICUT

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CONSULTING ENGINEERS
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Ideal for Semi-permanent Installations

This compact, 4-stage, a-c operated remote amplifier is especially designed for semi-permanent installations in churches, night clubs, etc. Gain control is screwdriver set; self-contained power supply.

SPECIFICATIONS

Frequency Response: Uniform within ± 1 db, from 30 to 20,000 cycles.
Maximum Gain: 80 db.
Output Noise Level: — 60 db.
Distortion: 1% from 50 through 7500 cycles, measured at 2 volts across 600 ohms.
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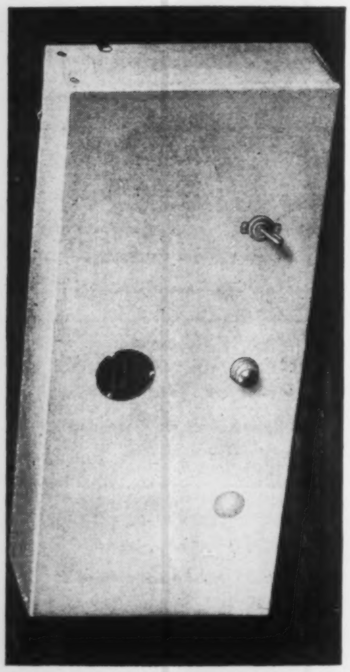
Dimensions: 16⅝" x 6½" x 3".
Weight: 8 lbs. 5 ozs.
Finish: Aluminum Gray.

This amplifier may be equipped with either Cannon or Hubbel Connectors.

Price, F.O.B. Dallas **$87.50**
Complete with Tubes

INTERNATIONAL ELECTRONICS CORPORATION
4145 Commerce Street Dept. C DALLAS 1, TEXAS

We Design Special Equipment or Will Build to Your Own Specifications



They Say...

"PETRILLO, we think, could claim a place among 'public enemies.' The public finally gets tired of enemies and sends men to Congress to enact laws to deprive enemies of their power. Petrillo will probably force Congress to add something to the Taft-Hartley law; to the further resentment of Organized Labor but necessary to protect labor against fanatics selected by some unions as their leaders."

Editorial in Merchantville (N.J.) Community News

* * *

"WE come to harry Caesar, not to appease him. When Mrs. Petrillo dubbed her bambino Caesar, she probably had no idea that he would ever grow up to take it so seriously. But little Caesar grew up to be Public Discord No. 1 and Chief of all Galls . . . We doubt that the musicians whom he rules with an iron baton like their dictator. We offer them without charge a suggestion which may improve their standing in the public eye, which has been impaired by their retention of Mr. P.—Insert this overblown, overblowing overlord of music into a kettle-drum and ship him to the jungles of Africa. There are untouched realms for his organizing talents there among the tom-tommers."

Editorial in Shelby (N.C.) Cleveland Times

* * *

"A LABOR union exists to set standards of compensation and conditions of employment in its particular field. It is stepping beyond its province when it dictates what those beyond its ranks may or may not do, in any connection. We believe the people who are faced with such demands should pay no attention to them."

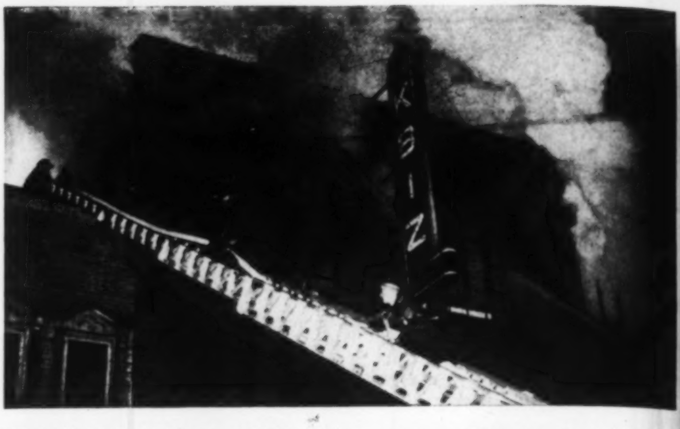
Editorial in Toronto Globe & Mail

* * *

"IF THERE is a grievance against the primary purpose for which records are made, for private home use under circumstances that could not possibly be to the detriment of professional musicians, Petrillo has not stated it. If he has a grievance against the secondary use to which a record may be put, in juke boxes and on the air for profit to someone other than those who made it—let him seek the recourse available to all those whose rights have been invaded: Either the courts of the land or, if there is no covering legislation, the halls where laws are made. In any case, Americans have never been partial to prohibitions, whether linked to the names of Volstead or Petrillo."

Irving Kolodin in article for North American Newspaper Alliance.

* * *



FIREMEN fight blaze at KBIZ Ottumwa, Iowa. Discovered at 4:25 a.m. on Oct. 17, the fire burned itself out by 6:30 a.m. after it had wiped out studios and equipment. KBIZ returned to the air at 8:10 a.m. same day and subsequently received valuable assistance from KBUR Burlington, UP, World Broadcasting System, Collins Radio Co. and others. KBIZ has set up temporary quarters in Ottumwa Coliseum.

"THE MORE people . . . we can reach with the conviction that radio is carrying out its task with sincerity and with enterprise, the more certain we can be that it will be protected against those who rob it of its one priceless asset, its freedom!"

John Shepard 3rd, chairman of the board of directors, Yankee Network, at the opening of Boston U.'s School of Public Relations.

* * *

"DOING business without advertising is like winking at a girl in the dark . . . You know what you are doing, but nobody else does."

Placard distributed by Robert Kahn & Assoc., Chicago Agency.

* * *

"PROBABLY the most serious criticism of the new (broadcasters') code is that it is negative in character. It represents the radio business on the defensive against complaints and pressures of many groups of listeners and against the pressure and the censorship of the Federal Communications Commission . . . The criticism of this negative aspect . . . is valid but it overlooks the fact that the code is a beginning . . . Compliance with the code as adopted, if successful, will be a great step forward and one not taken without difficulties. But if and when such a step is realized, the radio industry will be faced with the necessity of more positive measures for development of its programming art. It can never grow by setting as its final goal compliance with a code of 'Thou shalt nots.'"

From editorial in the Peoria (Ill.) Star on "The Broadcasters' Code."

* * *

"IN many respects the newspaper, the radio and the motion picture are exerting more influence on young people today than are the schools . . . In approximately nine-tenths of the homes of this country radios are speaking, on the average, five hours a day. Daytime radio serials alone have an audience of about 20,000,000. . . . Our schools have an obligation and an opportunity to help young people become intelligent and discriminating consumers of this bombardment of language. . . ."

Harold A. Anderson, asst. professor of education at the U. of Chicago speaking to meeting at New York State Teachers Assn.'s Western zone.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by E. B. Marks

THERE'LL BE SOME CHANGES MADE

On Transcriptions: **CAPITOL—Buddy Cole's Four-of-a-Kind, Del Porter; LANG-WORTH—Jack Lawrence, Joe Sodja; MacGREGOR—Red Nichols; NBC-THESAURUS—Slim Bryant; STANDARD—Lucille Norman.**

On Records: **Dinah Shore—Col. 37263; Peggy Lee—Cap. 15001; Ted Weems—Dec. 25288; Fats Waller—Vic. 20-2216; Ambrose Haley—Mercury 6067; Eddie Condon—Dec. 18041.**

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y

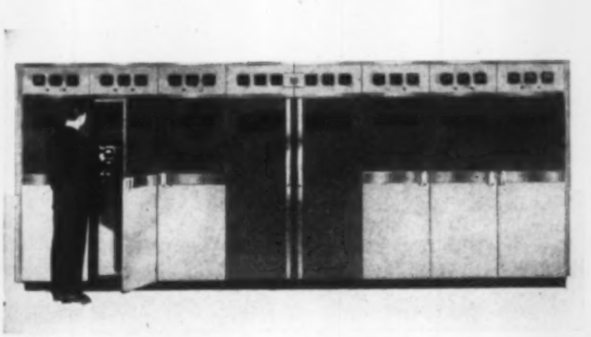
9th newspaper* . . .

Los Angeles Times
Congressmen Fired On at Greek Border
Harbor Men Ordered to Pass Pickets
Army Navy Gale Busters Claim Success
Distilleries to Close for Two Months
High Court Bars Rehearing in Tidelands Case
Soviet Demand on U.S. to Quit Greece Defeated
Communists and Leftists Win in Rome
A.F.L. Declines C.I.O. Political Action Tie-up
Largest U.S. Flag Waves Over Hudson
Television

KTTV

Television station of the LOS ANGELES TIMES

WITH LEADING NEWSPAPERS . . . IT'S TELEVISION BY RCA



KTTV's new 5-kilowatt television transmitter. Divides into eight small, lightweight units for easy installation. Features "walk-in" construction to simplify servicing, high-level modulation to eliminate complicated adjustments, and radically new tubes—RCA 8D21 twin tetrodes—in the output stages.

● Here's still another important newspaper getting ready to bring television to a metropolitan area.

During 1948, the *Los Angeles Times'* new television station, KTTV, plans to be on the air with an effective signal of more than 19,000 watts.

Already on order from RCA are two image-orthicon field cameras and the 5-kilowatt, TT-5A transmitter—the "all-channel" unit that is putting television on the map *now* . . . already chosen by 27 top newspapers and broadcasters from coast to coast to bring crystal clear pictures and sound to a potential audience of 40,000,000 people. Nine transmitters have already been delivered; the remainder are being shipped at the rate of three per month.

Yes, television is moving fast. Better make your plans soon to capitalize on this new medium . . . to utilize its tremendous audience impact for newscasting, advertising, and circulation building.

We'll be glad to help you with your planning, whether you want to start on a small or large scale. RCA's "add-a-unit" designs make it easy for you to get on-the-air fast, at surprisingly low cost . . . permit economical station expansion as your audience grows.

Be the first in your city to offer this new public service. You can get started today by writing c/o Department 25-K for complete planning information and cost data. Radio Corporation of America, Camden, N. J.

---

*Already announced: *St. Louis Post-Dispatch*, *The Milwaukee Journal*, *The* "Washington" *Evening Star*, *The Philadelphia Inquirer*, the *Buffalo Evening News*, the *Baltimore News-Post*, the *Sunpapers* of Baltimore, and the *Fort Worth Star-Telegram*.

TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Milestones

THE GRANDADDY of radio stations, KDKA Pittsburgh, is marking its 27th anniversary this month. Another event the station is celebrating took place 28 years ago last month. In October 1919 Dr. Frank Conrad, KDKA's founder, was becoming bored with his chatter over amateur station 8XK, forbearer of KDKA, so he decided to spin a few platters. And thus was born the disc jockey . . . Generoso Pope, observing the first year of his ownership of WHOM New York, reports the accomplishments of that year: Extension of broadcast day from 17½ to 23 hours, CP for 5 kw, extension of Italian language programming to 85 hours per week, and all foreign language broadcasts to 115½ hours per week, inauguration of daily shortwave program direct from Rome, application for FM license.

For the 19th consecutive year Simoniz Co., Chicago (Kleener) is sponsoring first 15-minute segment of the *Dave Garroway Show* on WMAQ Chicago, Monday-Friday, for 52 weeks. The agency is Decora Inc., Chicago . . . *Northwestern Reviewing Stand*, carried continuously by Mutual since 1935, began its 14th year Oct. 19 with the first of a series of three discussion programs on "Home and the Family" . . . In honor of 12 years of continuous news service and reporting, the *Esso Reporter*, sponsored by the Standard Oil Co. of N. J., brought together Standard Oil and ABC officials for a party at New York's Sherry Netherlands Hotel Oct. 7 . . . Audience for the first anniversary broadcast of ABC's juvenile series *Sky King*, on Oct. 28, was a group of children confined in the Shrine Hospital for Crippled Children in Chicago. There was a huge cake cut by "Sky King," played by Roy Engel. Derby Foods is program's sponsor.

Top honors in personal milestones go to H. S. Gardner, founder and chairman of the board of Gardner Advertising Co., St. Louis, who was guest of honor at a banquet given Oct. 6 by Gardner officers and employes in honor of his 45th anniversary with the firm. Highlight of the program was a 30-minute transcription written and produced by agency members, dramatizing his career from 1902 to the present . . . Alwyn Bach, news commentator of KYW Philadelphia, celebrated his 25th anniversary in radio Oct. 15 . . . A party in the Beverly Hills Hotel Nov. 5 ushered in the 11th year Jean Hersholt has played Dr. Christian on the CBS series.

WPTZ Philadelphia, the first television station to broadcast a complete football schedule, is marking its eighth consecutive season of telecasting gridiron contests by airing 24 outstanding college, high school and professional games—its most ambitious roster to date.

Sky King 1946-47

WHEN ABC'S juvenile series, *Sky King*, celebrated its first anniversary, the broadcast was presented from the Shriner's Hospital for Crippled Children in Chicago. Feature of the show was a 100-lb. birthday cake given to the children. Gathered around cake were (l to r): Tom Clark, ABC account executive; Bill Collins, publicist of Needham, Louis & Brorby Inc.; Philip White, NLB account executive; Chris Ford, NLB radio supervisor, and Roy Engel, who portrays Sky King. Program is heard Mon.-Wed.-Fri., 5:30 p.m., and is sponsored by Derby Foods for Peter Pan peanut butter.

Needs a Little Oil

THE FACT that KBRO Bremerton, Wash., is just a new, little 250-watter doesn't bother it in the least—in fact, the station advertises the fact about 50 times a day with a break which says, "This is KBRO—the 'squeak' in the gate to the Olympics." It all came about when KBRO asked its listeners about a month ago to suggest a slogan. The lady who sent in the winning one argued that what the world needs is a little humor and the staff agreed. By figuring out that Bremerton is the gateway to the Olympic Peninsula, and a gate makes a "squeak," KBRO had found its slogan.

CHAK Aklavik, Northwest Territories, 200 miles north of the Arctic Circle, Canadian Army broadcasting station, will air school broadcasts, prepared and transcribed by CBC Toronto, to the white, Indian and Eskimo children of the Canadian northland, in a new education move of the Canadian government.

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements • at any time
R C A COMMUNICATIONS, INC.
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U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

REPRODUCER REPAIRING SERVICE
ALL MAKES—SPECIALISTS 9A & 9B
NOW — 48 HOUR SERVICE
BROADCAST SERVICE CO.
334 ARCADE BLDG., ST. LOUIS 1, MO.

WINFIELD SCOTT McCACHREN
AND ASSOCIATES
Consulting Radio Engineers
TELEVISION SPECIALISTS
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Preliminary surveys, management and operational consulting service based on practical experience with AM, FM and Facsimile.
Phone EXecutive 8929
RADIO CONSULTANTS, INC.
Leonard L. Asch, Director
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Radio Towers Erected
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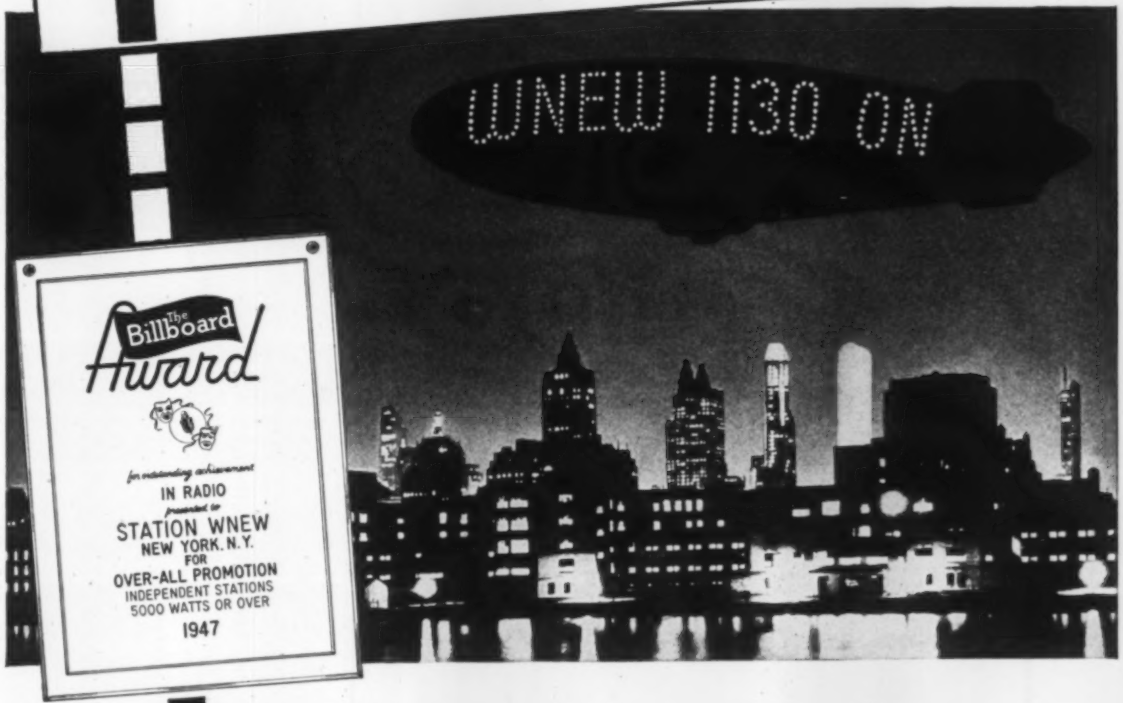
WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
• THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
N.Y.19
HENRY GREENFIELD, Mgr. Director

2,500,000,000
isn't enough!


WNEW 1130 ON
The Billboard Award
for outstanding achievement
IN RADIO
presented to
STATION WNEW
NEW YORK, N.Y.
FOR
OVER-ALL PROMOTION
INDEPENDENT STATIONS
5000 WATTS OR OVER
1947

Another first for WNEW — top honors for Overall Promotion in Billboard's 1947 industry-wide competition!

This promotion plan sells WNEW programs and personalities to Greater New Yorkers as they ride trains, taxis, trolleys, ferry boats and busses; as they read their newspapers and magazines; as they go to the movies, open their mail or their laundry!

That plan delivers two and a half billion listener-impressions a year—*but it isn't enough.* Another first for WNEW is the use of the Douglas Leigh "Flying Spectacular," which adds the impact of 11,500 light bulbs. This 340-foot continuous sign flashes WNEW promotion in letters 27 feet high! Adding still another dimension to the advanced, award-winning WNEW promotional approach!

WNEW

1130 ON YOUR DIAL

Serving New York and New Jersey 24 Hours a Day

Represented by John Blair & Co.

INVEST
YOUR
AD
DOLLAR
WCK Y s-ly
L. B. Wilson
WCKY
50,000 WATTS
OF
SALES POWER
★ ★ ★

EXTRA
POINTS

Philadelphians tune to WPEN as Villanova's Wildcats take to the air.

And with the weekly play-by-play goes the message of a sponsor for the second consecutive year.

More and more advertisers look to Philadelphia's leading independent to make good the extra points of listenership ratings.

950
WPEN
PHILADELPHIA
NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York • Chicago • Detroit
Atlanta • San Francisco
Los Angeles

Open Mike

(*Continued from page 38*)

while tuned to a given station the receiver also acts as a small transmitter and emits a signal capable of causing severe interference to FM broadcasting stations over a radius of from 100 feet to several miles from the "super-regen" receiver. It IS possible to design a "super-regen" that would not cause interference over more than a few feet from the receiver; but this requires an additional expenditure on the part of the manufacturer and does not improve the appearance of the receiver, nor its operational characteristics.

The "super-regens" now appearing on the market are vicious offenders. The best is capable of interfering with an FM broadcast signal for several hundred feet. One receiver in an apartment building could easily block out the station it was tuned to for all the other occupants of the building. Such receivers not only interfere with other "super-regens" but with any type FM receiver tuned to the same signal, and within the interference radiating area.

I'm an outsider just looking in; but it is my sincere opinion that FM broadcasters should take action NOW.

Todd Storz
Sales Department
KFAB Omaha

* * *

Says AFM Can Be Licked By Working Together

EDITOR, BROADCASTING:

I have just completed reading a communication from Standard Radio forwarded to all stations, with reference to the Petrillo ban on radio and recorded music. Gerry King who signed the letter is asking the industry to "tell us what to do".

He is quite right when he says there has been a great deal of lassitude on the part of a great number of stations in dealing with this problem. Gerry put it mildly. I would be willing to agree with anyone who said no station was doing any visible work of any kind in this connection.

I have been in this business for 25 years and I can recall no particular year in which the broadcasting industry hasn't flopped and floundered around from pillar to post in what seemed to be organized confusion. In spite of ourselves we somehow managed to lick ASCAP.

Instead of Gerry asking the industry to assist the transcription companies, why didn't he come up with some suggestion as to how the recording companies and the broadcasters might work together to defeat this menace?

Personally, I fail to become too excited over the irritating situation. The industry took care of ASCAP very nicely and there is no reason why it cannot do the same thing to the AFM . . . if . . . the broadcasters and the recorders can stick together long enough to do a good job. This may be expecting too much but there are such things as supernatural events even in radio. Is there any particular reason *why* we have to have an AFM?

If the majority of musicians dependent upon radio and records for a living pulled out of AFM to join the ranks of the combined interests affiliated with the users of music, it is quite possible the bright star of the silver cornet might be reduced to a flicker.

True, Mr. Petrillo would blacklist all former members, so what? Eventually, he might not have anyone left to blacklist.

What happens to the boys standing on the corner? Is Petrillo going to see that they have three squares a day? Is he going to see that they are all nice and "comfy" and that everybody is having a peachy time? When mama and the kids get hungry, the average musician with any guts is going to tell the bossman to go blow a bazoon as he won't care whether he belongs to the AFM or the Saturday Sewing Circle. He is going to work or he isn't going to eat, and I don't think he will resort to slinging hash either.

It is hard to conceive of the rank and file of radio and recording musicians being played for a sucker too long. A few empty stomachs may well be a contributing factor in deciding the issue without too much flurry.

But just in case the members in good standing should play along with Petrillo, Gerry King and the rest of the boys making transcriptions should team up with the boys using their services in an all-out effort to stamp out once and for all any one man or organization that tries to "highjack" them.

Gerry was right when he said, "Letting George do it is not going to solve the problem." How about getting behind George?

Forrest Wallace
General Manager
KWBC Fort Worth, Tex.

* * *

THIS IS NO BULL—it's a cow. A year ago when just a little calf it was left on the steps of the WARL Arlington, Va., transmitter. The station, then an infant in the broadcasting field, adopted the animal and dubbed it "Warla." Last week, when WARL's first anniversary rolled around, "Warla" celebrated too. Conducting the "interview" are WARL staffers Bette Simmons (l) and Chief Engineer Earl Merryman.

Kudos for Coverage Of Petrillo Stories

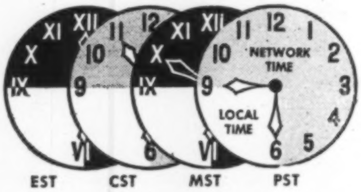
EDITOR, BROADCASTING:

So that your associates may have proof of the fact, I want to reiterate what I said over the telephone, namely, that the editorial "Jimmy's Chips Are Down" in the October 27th issue of BROADCASTING is superb—good sense as well as good English, and that the various related articles on Petrillo are exceptionally informative and appropriate.

Keep up the good work!

Eliot C. Lovett
Hanson, Lovett & Dale
Washington, D. C.

TO HANDLE larger audiences, ABC's "Breakfast in Hollywood" shifts from Tom Breneman's restaurant to a larger one he is opening next door to present location approximately Nov. 19. MBS "Heart's Desire" and ABC western regional "Hollywood Holiday" are also expected to join morning program in shift to new origination site.



GUARANTEE
YOUR LOCAL
TIME
Regardless of
Network Offering

● It's possible with the Mosby Plan of Time Allocation. Local programs are scheduled in the 3rd quarter hour of every hour. The Affiliate can then immediately accept any network-offered commercial and know his guaranteed local programs will be slotted in the affiliate's guaranteed 3rd quarter hour. The remaining time is open for network commitments. It's the same in any time zone.

The ART MOSBY STATIONS
CBS KGVO
5 KW DAY • 1 KW NITE
MISSOULA
KANA • KGFM
ANACONDA BUTTE 250 W
GREAT FALLS 5 KW (DEC. 1, 1947)
MONTANA

FOR TOP U-H-F PERFORMANCE

General Electric's new GL-5648 transmitting tube—a forced-air-cooled triode of ultra-compact lighthouse design—LEADS in microwave applications such as:

GENERAL ELECTRIC TUBE
MADE IN U.S.A.

FM-AND-TELEVISION STUDIO-TRANSMITTER LINKS

COMMERCIAL RADAR

PLATE OR CATHODE-PULSED CIRCUITS

2,500 mc frequency at max ratings **GL-5648**

HERE is the most modernly engineered transmitting tube of medium power to operate in the ultra-high range. Type GL-5648 will perform at frequencies up to 2,500 mc under full plate input, assuming proper adjustment of heater voltage to compensate for cathode back-heating.

The tube finds primary application in oscillator service, and as a grounded-grid power amplifier. Also, Type GL-5648 is directly suited to plate or cathode pulsing. Maximum ratings for this service now are being determined prior to definitive release.

Design follows the successful lighthouse-tube principles of parallel-plane electrodes that are closely spaced, plus a coaxial-contact structure meeting the needs of concentric-line circuits. Internal shielding is highly developed, so that the tube is especially useful in grid-separation-type circuits.

Cylindrical terminal contacts, wide in area and silver-plated, provide low-inductance current paths and reduce r-f losses. The tube is sturdy, compact in outline, and small in dimensions, requiring minimum space to mount.

Additional data on the GL-5648 gladly will be supplied on request, and G-E tube engineers are at your service to consult with you as to applications. Address *Electronics Department, General Electric Company, Schenectady 5, N. Y.*

ELECTRICAL CHARACTERISTICS

Cathode voltage	6.3 v
current	1.1 amp
Interelectrode capacitances (with shields):	
Grid-cathode	6.50 mmfd
(with cathode hot)	8.50 mmfd
Grid-plate	1.95 mmfd
Cathode-plate	0.035 (max) mmfd
Amplification factor	100
Transconductance	17,000 micromhos
Frequency at max ratings (with proper heater-voltage adjustment)	2,500 mc
Type of cooling	forced-air

Max Ratings (absolute values), Class C Telegraphy

D-c plate voltage	1,000 v
D-c grid voltage	—150 v
D-c cathode current	100 ma
D-c grid current	50 ma
Grid dissipation	1.5 w
Plate input	100 w
dissipation	100 w

Ratings for Typical Operation (as grid-separation oscillator at 500 mc), Class C Telegraphy

D-c plate voltage	1,000 v
D-c grid voltage	—48 v
D-c plate current	50 ma
D-c grid current (approx)	8 ma
Plate input	50 w
dissipation	25 w
power output	25 w

GENERAL ELECTRIC

161-F9-8850

FIRST AND GREATEST NAME IN ELECTRONICS

TESTIMONIALS
We Got 'Em!
PASADENA STAR-NEWS
"This colorful ensemble is considered the top Western band by critics of cowboy music."

"The Texas Rangers" transcriptions of western tunes are tops in quality of content. The price is reasonable — scaled to the size of the station and market. Available, too, *at cost* is an attractive song book for give-away or self-liquidating offer.
Write or Wire for Complete Details
The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
Geo. E. Halley, Mgr. Syndicated Features
PICKWICK HOTEL, KANSAS CITY 6, MO.

CHARLES B. H. VAILL, formerly of NBC's promotion department, has been named director of advertising and promotion for WNBC New York. He replaces **CHARLES H. PHILLIPS,** who has joined NBC National Spot Sales department as an account executive.

JO ANN PINKSTON has joined audience response department of KABC San Antonio.

ROLAND L. FOWLER, salesman at WGAT UTICA, N. Y., has been named promotion and merchandise manager of that station. He formerly was with WMBO Auburn, N. Y.

CARL CANNON of NBC's station relations department, has been appointed promotion manager for network's newly-organized Public Affairs and Education Dept. starting Nov. 17. Mr. Cannon came to NBC in 1933 as a page, and later was named editor of the Transmitter, NBC house organ. From 1939 to 1941 he was promotion manager of WSGN Birmingham, then an NBC station. He returned to NBC in 1945 in station relations department after wartime Naval service.

JOHN JOHNSON, formerly with War Dept., as civilian information specialist, has joined WGBA and WGBA-FM Columbus, Ga., as director of publicity, promotion and talent.

RICK LA FALCE, publicity director of WWDC Washington, has been appointed special assistant investigator by Board of Commissioners for D. C. food conservation drive.

ROBERT PRYOR, advertising and promotion manager of WCAU Philadelphia, has been elected vice president of "50 Club," local group of advertising and public relations men. **JOHN P. MEAGHER**, public relations director of KYW Philadelphia, has been elected secretary of the club.

PROMOTION

Postwar Atlas

TO PROMOTE station's news service and to make understanding of daily developments on international scene easier, KLZ Denver is offering postwar Rand McNally publication, "Peace Conference World Atlas," to listeners for ten cents. Tied in with CBS "United Nations Today" daily airing, atlas was promoted by KLZ through advance complimentary mailing of copies to local civic leaders and principals of all Denver public and parochial schools, with two copies each to all teachers of social science, geography and current events. Atlas carries KLZ call letters and dial position in banner across bottom of cover.

Smokes From Above

TWO THOUSAND two-cigarette packages of Chesterfields, hanging from Lipton Tea Bag parachutes, fluttered down on Sanford, Fla. last week as tie-in promotion for Arthur Godfrey's CBS "Talent Scouts" show. A Sanford citizen was a "Talent Scouts" winner three months ago.

Food Message

ADVERTISING BLIMP of WNEW New York, was used to plug food conservation during last week's Meatless Tuesday. The airborne messages urged Americans to decrease food consumption in order to send more food abroad to starving peoples.

Racing Motif

HORSE RACING motif is featured in latest promotional folder issued by WGAR Cleveland. Cover presents drawing of horse and jockey and carries inscription, "Sure thing in the Sixth (city)." Inside spread shows spectator watching race and offers, in racing language, WGAR's standing on Hooperatings and power as compared to other stations in the area. Inside spread is bordered in pink and is headed, "You Can't Lose Parlaying Power and Popularity." Chart of average measurement of signal in millivolts for five Cleveland stations is presented along with chart showing Hooper report for July-August.

'Miss Santa Claus' Contest

HIGH SCHOOL girls are invited to enter contest being conducted by WWDC and WWDC-FM Washington, to choose two girls to be "Miss Santa Claus" in appearances on the stations and events throughout the city. To enter, each girl must submit a letter, not exceeding 50 words on subject. "I would like to be 'Miss Santa Claus' because . . ." Each letter must be accompanied by photograph of entrant. Winners will be selected on basis of appearance and personality and best letter. Two winners will each receive $25 and full year's supply of shoes and accessories, donated by Crosby Shoe Stores.

Cultural Listing

LISTINGS of outstanding educational and cultural programs carried by WCOP Boston, are mailed by that station to 150 high schools and 75 libraries each week. Listings are for use by schools on bulletin boards and class room study.

Radio Sales Promotion

SPEED keynotes promotion of CBS Radio Sales in its latest mailing piece to the trade. At a six-day get-acquainted visit to KSL Salt Lake City [BROADCASTING, Nov. 10], pictures of the Radio Sales group were made and transmitted the same day to New York by Acme News Pictures. Pictures were processed and mailed, and on the desks of more than 2,500 agencies and spot advertisers the following day. Each envelope mailed contained a single photograph, showing the staff of the Radio Sales office which is closest to the recipient.

KABC Promotion

EXTENSIVE merchandising promotion campaign is being conducted by KABC San Antonio, using window displays, posters and dealer letters. Series of window displays have been prepared for station as supplement to spot advertising campaign of Colgate-Palmolive-Peet product, Ajex Cleanser, Attractive counter display boxes are being used to promote programs of 666 Cold Tablets and preparations, and large colorful window posters have been distributed to service stations to call attention to "Texaco Star Reporter" heard on KABC. Dealer letters are being sent out to plug new Columbia Records spot advertising campaign, and window-card and direct mail campaign is being used as promotional aid to Sioux Bee Honey spots carried on KABC.

FM Christmas Ads

CHRISTMAS campaign to boost sale of FM sets as gifts is being conducted by KOAD (FM) Omaha, Neb. Series of ads running in the Omaha World Herald urge readers, "Don't buy half a radio, get an AM-FM set . . ." All ads carry the Christmas theme and stress FM radios as the ideal present.

Sewing School

FREE SEWING school for women and teen-age girls in Sacramento, Calif., is being conducted by KFBK that city, and the Sacramento Bee newspaper. Classes are divided into housewives and teen-age groups, each group meeting weekly for four weeks. Station and newspaper supply sewing machines, electric irons, shears and work tables.

WBEN Prize

FIRST PRIZE of $50 in the 13th annual Industrial and Adv. Exhibit of Greater Buffalo Adv. Club was won by WBEN Buffalo, for its three-dimensional display panel, featuring the Sam Berman color-caricatures of outstanding NBC stars. Caricatures were mounted on "floating" clouds against sky-blue background lighted by hidden fluorescent lights. Atop the display was huge scroll reading "NBC Parade of Stars—For a Good Show, Dial 930." Two side panel featured messages from WBEN-TV, due on the air April 1, and WBEN-FM.

WGAT Broadside

BROADSIDE in newspaper size has been released to the trade by WGAT Utica, N. Y., to tell and sell the facts of the station to the central New York market. Pictures of entire staff together with picture of transmitter and mobile remote unit are included. Broadside also gives results of survey recently conducted by station, which gave WGAT a 45.9% share of audience, with score of 60.2% in music and leadership.

WCSI-BUS Tie-in

PATRONS purchasing bus tickets in southern Indiana now receive promotional material from WCSI (FM) Columbus, Ind., when ordering their bus tickets, according to report from that station. Station has made arrangements with many of the bus depots for distribution of WCSI match covers and promotion folders about FM and WCSI. Similar arrangements have been made with local ticket salesmen for Pennsylvania Railroad.

Radio Handbook

THIRD ANNUAL edition of "Pacific Coast Radio Handbook" released by Don Lee Broadcasting System discloses that 3,800,063 families representing 11.29% of nation's effective buying power comprise Pacific Coast market. Containing key market and radio data covering states of California, Oregon and Washington, booklet also lists headquarters and branch offices of the four networks covering Coast as well as stations affiliated with each, plus independents. Copies attainable through Sydney Gaynor, general sales manager, Don Lee Broadcasting System, 5515 Melrose Ave., Hollywood, 38, Calif.

Opportunity Knocks

COLORFULLY illustrated pictorial album telling story of resources of Oklahoma has been prepared and distributed by the Oklahoma Publishing Co. and WKY Oklahoma City. Cover of album presents drawing of business man knocking on door. As personal note, name of each firm to which album was sent, has been stamped on drawing of door on cover. Titled "Opportunity Is Knocking in Oklahoma," album presents in pictures, charts and copy, story of the state's vast resources. Special section is devoted to WKY—"Oklahoma's Most Listened-To Radio Station."

*TERRIFIC!
MONDAY THROUGH SATURDAY
7:05–7:30 a.m.
8:05–8:30 a.m.
*Mail response and personality!
Howard Reig Shows
Complete details from NBC Spot Sales
WGY SCHENECTADY, NEW YORK
GENERAL ELECTRIC

WADE ADVERTISING AGENCY
CHICAGO, ILLINOIS

"Having a BROADCASTING Yearbook is better than having a Quiz Kid in the office. It gives us a chance to look up all the answers."

Wade

AM FM TELEVISION FACSIMILE
BROADCASTING
The Weekly Newsmagazine of Radio
1948 YEARBOOK NUMBER
If it's SPOT BROADCASTING call
F&P
FREE & PETERS, INC.
Pioneer Radio Station Representatives

. . . that's what makes the Yearbook such an outstanding buy . . . this daily reference to it by the nation's top buyers of time.

The 1948 edition is guaranteed 16,000 circulation. MORE copies will go to such strategic buyers than ever before. Sell them and you sell those who place 87% of the network and national spot dollar.

Final deadline is December 1. Bills are not rendered until after February, 1948. Write, wire or call collect for reservation.

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

NATIONAL PRESS BUILDING ● WASHINGTON 4, D. C.

DID YOU KNOW
THAT . . .

- Luzerne County with 441,518 population is 3rd largest in Pennsylvania?
- Luzerne County's volume of sales, wholesale and retail, has hit a high for the year of $293,335,900?

To reach this prosperous, heavily populated market, your best bet is—

WILK
ABC for Wyoming Valley
Wilkes-Barre, Pa.

Represented Nationally by
ADAM J. YOUNG, Jr., Inc.
New York Chicago San Francisco

Baltimore's
Listening
Habit
WCBM
MUTUAL
BROADCASTING SYSTEM
JOHN ELMER, President
GEORGE H. ROEDER
General Manager
Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston,
Detroit, Atlanta, Hollywood,
San Francisco

PROGRAMS

LOCAL TOPICS only are discussed on weekly forum hour aired on WHOB Gardner, Mass., and sponsored by Gardner Trust Co., Tipton Buick Co. and Royal Steam Heater Co., all local firms. Listeners phone in questions which are presented to the forum panel while it is on the air. Panel is composed of prominent local citizens. Each of the three sponsors gets a one-minute commercial during program and station reports that sponsorship has had no dampening effect on quality of speakers.

Student Production

VARIETY program, written, directed and produced by students of Richmond Professional Institute, started on WCOD (FM) Richmond, Va., Nov. 12. Titled "The RPI Progress Parade," program format calls for special feature, such as dramatic skit, discussion of current topic, performances by talented students, news of activities at RPI and other items of interest. Students are majoring in radio classes or dramatic work and series will provide practical application for their studies. Series is aired on WCOD, Wed. at 7 p.m.

Good Manners Discussed

DESIGNED to emphasize importance of good manners, new series titled "Mind Your Manners" started on WTIC Hartford, Nov. 8. Panel discussion format is used and questions are submitted by young listeners. Three boys and three girls, representing different age groups from 8 to 18 years, comprise partially-changing weekly panel. Each panel member is awarded $2.50 in savings stamps at each show. From questions mailed in, five are chosen each week for discussion, with prizes awarded for questions accepted. Best question of week wins $10 in savings stamps. Special features of show include story told by juvenile actor and "bad manners" quiz for studio audience.

'Let There Be Light'

"IN THE INTEREST of thousands of unfortunates who are needlessly deprived of their rightful place in society," WKY Oklahoma City, is presenting series of documentary shows titled "Let There Be Light." Aired Fri. 9:45 p.m., series outlines conditions in state mental hospitals throughout nation. Series is written by Don Cusenbery.

Local Talent

LOCAL TALENT is featured nightly over WCSI (FM) Columbus, Ind., in new series titled "Startime," aired at 7:15 p.m. Variety keynotes format of show, with different type of talent presented each night. Monday nights feature local piano artists; Tuesday, vocal and piano duet; Wednesday, town's leading vocal sextet; Thursday, dance combo and Friday features local swing singer. Three local theatres are cooperating by running movie trailers announcing try-outs for talent at WCSI.

Press Featured

TO ACQUAINT public with functions of newspaper, new feature titled "Let's Go To Press" has been started on "Julie 'n Johnny" series on WTAG Worcester, Mass. Feature is based on two local papers—Worcester Telegram and Evening Gazette—and presents interviews with editorial writers, reporters, editors, composers and all phases of newspaper.

Hallowe'en Party

HIGHLIGHT of Hallowe'en broadcast of "Story Time" program on WORZ Orlando, Fla., was studio party given for children, with Buddy Bell, young boy afflicted with lukemia, as guest of honor. Children witnessed broadcast and were then served ice cream and cake. Party was in true Halloween style with children dressed in costumes of all kinds.

Whiskerino Days

KANGAROO COURT which tried offenders during the Whiskerino Days preceding First Annual American Legion Stampede and Rodeo in Bakersfield, Calif., was aired by KERO that city. Court was established at central corner of the city and station broadcast action as citizens were tried for not having proper Western attire, or not having whiskers. Ken Croes, KERO news editor, introduced the remote show from studio. During his introduction, he was accosted by vigilantes and hauled off to court for not having at least four square inches of whiskers. After being tried, Mr. Croes was thrown in Court's Hoosegow, from which he aired his newscast that followed the Kangaroo Court remote.

jestic
RADIOS
esent
ntonio
NIGHTERS"

NEW PROGRAM series, "San Antonio First Nighters," is being presented on FM station KYFM San Antonio under sponsorship of Majestic Radios. One of the "first nighters," C. D. Lutz (r), KYFM manager, who conducts pre-curtain interviews at important San Antonio theatrical openings, is shown here with John Clemmons, Texas distributor for Majestic, at opening broadcast of series.

Fish Story—With Proof

RECORDED PROOF of typical "fish story" was basis of recent broadcast on KNEW Spokane and KVNI Coeur d'Alene, Idaho. Several of KNEW's staff members went on a fishing trip and took along a portable wire recorder as standard equipment. Bill Evans, chief engineer, hooked onto a 25-pound-4-ounce trout and a battle between fish and man began. Wire recorder was set up and discourse between Mr. Evans and the fish, with much noise from rest of the party, was recorded. KNEW reports that the play-by-play description of the event proved to be so interesting that it was later aired with much success on KNEW and KVNI.

Prosperity Series

FOLLOWING survey made by Canadian Assn. of Broadcasters, about 50 Canadian stations have endorsed idea of "Positive Prosperity" series of programs. Underway now is series by Canadian Chamber of Commerce, and sponsored by local boards of trade and chambers of commerce for series of 26 transcribed programs "Pattern for Prosperity," to be aired one a week. Trades and Labor Congress and Canadian Congress of Labor have arranged to record series of 26 five-minute scripts on labor problems to be aired one a week, and these will be run by independent stations as part of public relations program. Added early next year to labor series will be recordings by the Canadian Federation of Agriculture.

Hot News

WOODWARD, Okla., which suffered a disastrous tornado in April and a major downtown fire on Oct. 28, is mighty thankful that its new station, KSIW, was in the right place at the right time when the latter event took place. Harry Van Slycke, KSIW program director, was about to go on the air from a local cafe with an *Over the Coffee Cup* program when the fire broke out in a ladies' apparel shop across the street. Running down the street with his microphone, Mr. Van Slycke gave a running commentary of the fire for 17 minutes until the power was turned off as a precautionary measure. During that time, he summoned aid from fire departments in five towns, and was credited by some firemen with saving the half of the block which did not burn.

Lincoln Contest

CONTEST to pick best letter submitted on subject, "I Like 'Howdy, Mr. Lincoln' Because . . . " is being conducted on WMAQ Chicago, by Norman Barry, conductor of "Howdy, Mr. Lincoln" program. First place winner will be presented with autographed etching of "The Reading Lincoln" by Otto Schneider. Next 50 prizes will be autographed copies of "The Lincoln Reader" by Paul M. Angle, director of Chicago Historical Society, which will present special broadcast Nov. 19 on anniversary of Gettysburg Address. Two tickets to special broadcast will be presented to 175 entrants of contest.

Aired from Class

UNREHEARSED one-half hour weekly show, broadcast from a classroom at Bradley U., is heard on WMMJ Peoria Ill. Program uses forum type format with Dr. Erwin Van Allen, professor of history and political science, acting as moderator as students discuss current European problems. Series is broadcast through university's Audio-Visual Education Dept., and plans are underway to originate program in Bradley Chapel to afford a live audience to see class in session.

FOR COMPLETE
COVERAGE OF THE
WASHINGTON, D. C.
MARKET –
WOL
A COWLES STATION
5000 WATTS
Represented Nationally by
THE KATZ AGENCY

Smith Tells of Progress In Teleran Installation

INSTALLATION of the first experimental equipment units for Teleran is now in progress near Washington, D. C. and operational flight tests are scheduled for early winter, it was revealed to the National Electronics Conference in Chicago [BROADCASTING Nov. 10] by R. W. K. Smith, supervisor of Airborne Teleran Equipment in the RCA Engineering Products Department. Teleran, an over-all system of air navigation and traffic control employing television and radar, derives its name from TELEvision-Radar - Air - Navigation, and is under development by RCA, sponsored by the U. S. Air Force.

Stanley M. Beleskas, RCA radio communications engineer, spoke on a new type phase modulation circuit recently developed by RCA for use in FM transmitters. The new circuit is capable of a swing of plus or minus 90 degrees, or an increase of about three times that heretofore possible with other circuits.

Charles J. Starner, RCA transmitter engineer, traced the development of RCA's commercial 50-kilowatt FM transmitter.

Seeks Canadian 50 kw

APPLICATION FOR first independently owned 50-kw station is to be made at November meeting of CBC board of governors at Ottawa, by CFRB Toronto. Application calls for operation on 1010 kc, after CBC's CJBC Toronto takes over CFRB's 860 kc with new 50 kw transmitter next spring. CHML Hamilton, is to apply at the same time for increase to 10 kw. Both applications come under recommendation of Parliamentary Radio Committee to allow Canadian stations to increase in power to limit of Havana Treaty.

WGAR Cleveland has extended its sign-off time from 1 to 3 a.m. New three-hour show titled "Morgan's Musical Inn," featuring Hal Morgan, disc m.c., now follows five minute news spot at midnight on WGAR.

LOVE THAT SPONSOR!

Ruark Sings Praises of Television Commercial For Springs Cotton Mills

WHEN a newspaper columnist makes some snide remarks about advertising, that's strictly normal. When he mentions newspaper advertising approvingly, there's probably a reason. But when he goes into a rave for advertising by a competing medium, that's so unusual as to be practically unique. Under the old man-bites-dog rule, it is certainly news.

Robert C. Ruark, Scripps-Howard columnist, made news last week by devoting his entire column, headlined "Selling Magic," to the television commercials of Springs Cotton Mills. Longer-than-five minute films are used by the company during the intermission of its Sunday afternoon pro football telecasts on WABD New York. Films are produced by Corcoran Productions under the supervision of Hilliard Wolfe Jr., assistant advertising manager of Springs Mills, New York distributing affiliate of the South Carolina mill company.

Plugs Too Long

Concerning these video commercials, which most television critics found a bit too long, Mr Ruark said, in part:

"The television advertisements don't tell you that the sheets have more thread than anybody else's sheets, or brag that they are woven of cotton which was untouched by boll weevil. What they show you is a bouncy, healthy-looking Ginny Simms type with pigtails and a figger. She informs you that she is Miss Springmaid, 1947, and that she is working for an outfit which is so important to your life that you couldn't believe it unless you knew what would happen if you were suddenly deprived of the commodity. To this end, she says, she can make all her products disappear, because of certain magic powers.

"Then her inventor really gets smart. He picks on the popular minor peeve, and works it into the little story that is supposed to impress you forever with the worth of his merchandise. He introduces a hotel manager—everbody hates hotel managers—and reduces him to a state of babbling idiocy by allowing Miss Springmaid to witch away the sheets on the bed, the shirt on the patrons, and even the shimmies on the lady guests. He does a similar operation with a nasty lady shopper.

"It is something to give a bad time to the singing commercialists, the impression-through-nauseous-repetition boys, and the dark-threat lads who command you to buy it or your eyes'll drop out. This is the first nearly perfect advertisement I've seen—a folksy tableau which carves the name of its sponsor on your neck. Before I'm much older I expect to see a capsuled rendition of *Romeo and Juliet*, designed expressly for the purpose of selling Coonihan's Cough Syrup. And while I might not know who wrote the play, I'll remember who brewed the syrup."

Darlington Is Appointed Manager of Pa. Daytimer

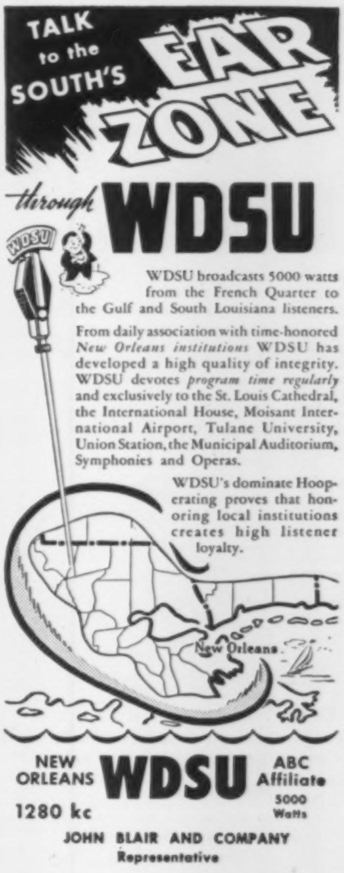
WCNR, new 500-w daytimer on 780 kc, Bloomsburg, Pa., last week announced appointment of Ed Darlington, formerly of CBS, and Stanton E. Davis as manager and chief engineer, respectively. Paul and Robert Eyerly, publishers of *The Morning Press* in Bloomsburg, own the licensee firm, the Columbia-Montour Broadcasting Corp., and are executive directors of the station.

WCNR, which took the air Sept. 26, just 29 days after ground was broken at the transmitter site, has Raytheon transmitting equipment and a 264-foot Lehigh tower.

Add AOA Scripts

THREE stations—WKAT Miami Beach, KRUL Corvallis, Ore., and KIRX Kirksville, Mo., have been added to the list of stations in the United States now carrying scripts of the American Osteopathic Assn., Chicago. The 15-minute scripts, which deal with health topics of general interest, are supplied to divisional societies of the Assn. for use as public service features, according to Marie Jett of AOA radio bureau. Additions bring total of stations to 20 in 13 states.

NET EARNINGS of $1,938,851, or $1.49 a share of capital stock, for the first nine months of 1947 have been reported in an unauditetd statement by Stewart-Warner Corp. Earnings represent an increase over a similar period in 1946 when net earnings of $1,673,295, or $1.31 a share, were listed.



WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.

From daily association with time-honored *New Orleans institutions* WDSU has developed a high quality of integrity. WDSU devotes *program time regularly* and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.

WDSU's dominate Hooperating proves that honoring local institutions creates high listener loyalty.

NEW ORLEANS **WDSU** ABC Affiliate
1280 kc 5000 Watts
JOHN BLAIR AND COMPANY
Representative

The Swing is to WHB in Kansas City

WHB
Kansas City

- MUTUAL NETWORK
COMING! • FULL TIME
- 5000 WATTS
- 710 KILOCYCLES

The COMBINATION to GEORGIA
all CBS available at combination rates
WGST ATLANTA
WMAZ MACON
WTOC SAVANNAH
THE GEORGIA MAJOR MARKET TRIO

REPRESENTED BY
THE KATZ AGENCY, INC.

KOZY
FM

PIONEERING IN KANSAS CITY
SINCE
1942
—
NOW
AN ESTABLISHED
CLAIM
ON THE
KANSAS CITY
MARKET
—
O. R. WRIGHT
SALES MGR.
PORTER BLDG., K. C., MO.
E. L. DILLARD, GEN. MGR.

KFMB
sells
SAN
DIEGO

There's no pro and con when it comes to results on KFMB. Our advertisers get results—increased sales—increased profits. Why? Because San Diego good listening centers around KFMB. Sell from "the inside" and you sell more at less cost.

KFM*B
* Now operating KFMB-FM
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO

Los Angeles Soap

(Continued from page 25)

hired in September 1897 to install the first glycerine recovery plant in the West. When the installation was completed, he was retained as head of company's laboratory.

This year Mr. Merrill celebrated 50 years with the firm he has served as president and general manager since 1929. During this time he has gone on to become one of the leading soap chemists in the country. Mr. Merrill perfected the firm's line of household and industrial soaps made to suds in cool water. Keying his organization's activities to the simple advice that "what we do this year isn't good enough for next year," continuing research has been constant.

First Granulated Soap

When electric washing machines made their first appearance, no soap on the market gave ultimate satisfaction. Research provided the Merrill approach and several samples were tested in the homes of machine owners. After considerable study, it was found that the satisfactory formula could not be produced in bar form. Thus evolved granulated soap and the Los Angeles Soap Co. became the first manufacturer of granulated soap.

Realizing that the firm's continued success was dependent upon a constant supply of cocoanut oil, Mr. Merrill was instrumental in founding The Copra Oil and Meal Co., Wilmington, Calif. Through it, firm imports dried copra and then presses and refines its own supply. Similarly, other vegetable and nut oils are processed through the California Rendering Co., also a subsidiary of the Los Angeles Soap Co.

Another executive of long service is Mr. Finehout, sales and advertising head, first employed at the factory for $6 per week in 1903. He can still recall that his first travelling salesman chores in 1908 were accomplished by horse and buggy. From 1922 to 1938 he served as assistant to vice president in charge of sales and advertising, succeeding to top post in 1938.

As such he oversees sales staff of 100 and an advertising staff of 15. Assisting him in this is Irving Lessin, assistant advertising manager.

Serving the client in the role of account executive is Robert Temple, vice president of Raymond R. Morgan, and a former member of the Los Angeles Soap Co. himself. Mr. Temple has been account executive since 1939, but for prior seven years was in charge of sampling and later assistant advertising manager of soap firm.

One striking fact about the personnel of the Los Angeles Soap Co. is the longevity of its employes. There are 154 who have been with firm for 15 years; 18 have a tenure of from 30 to 50 years. Perhaps one ample reason for this stability grows from fact that the firm for the past 25 years has rewarded employes with an annual dividend amounting to an average one and one half month's pay.

DEMONSTRATING the effectiveness of Los Angeles Soap Co. products—even on mikes—is Matt Finehout (left), vice president in charge of sales and advertising. Looking on is Frank Hemingway (right), commentator sponsored on Don Lee Broadcasting System.

Alex Robb

ALEX S. ROBB, 58, manager of NBC Hollywood package sales, following a two-year illness, died at his West Los Angeles home Nov. 5. He had been associated with NBC for 18 years, having joined network in Chicago in 1929. Surviving are his widow, Madeline B. Robb, and a daughter, Mary Lee. Internment was in Streator, Ill. where he was born July 31, 1889.

Dr. Huth Lists Speakers For World Radio Course

LATEST lecturers scheduled to speak before Dr. Arno Huth's classes on International Broadcasting at the New School for Social Research have been announced. Slated to speak Nov. 19 on "International Stations and Networks" are Kenneth D. Fry, chief, International Broadcasting Division of the State Dept., who will talk on "Present and Future of the Voice of America"; and John S. Hayes, WQXR New York station manager, chairman of the NAB committee on international broadcasting and former chief of American Forces Network, speaking on "Experiences of American Broadcasters Overseas."

Speakers for Nov. 26, with "The Voice of the United Nations" as the topic include Dr. Benjamin Cohen, Assistant Secretary General in Charge of Public Information, UN; Peter Aylen, UN Radio Div. directors; and Brig. Gen. Frank E. Stoner, UN Chief Communications Engineer.

On Nov. 24 the students will visit the international studios of CBS, and will attend a musical show beamed to Latin America. Edmund Chester, CBS director of shortwave broadcasting, and his assistants, will explain their work to the class.

CAB Picks 51 Agencies

FIFTY-ONE Canadian advertising agencies have been enfranchised by the Canadian Assn. of Broadcasters, following the meeting of the CAB board of directors at Toronto late in October. Among the 51 agencies are 10 branches of American agencies, located at Toronto or Montreal, or in both cities. These are Atherton & Currier, Dancer - Fitzgerald - Sample (Canada), D'Arcy Adv., Grant Adv. (of Canada), Hutchins Adv. Co. of Canada, Kenyon & Eckhardt, Ruthrauff & Ryan, J. Walter Thompson, Erwin Wasey of Canada, and Young & Rubicam.

"VIC" DIEHM SAYS:
Be Smart!
Your WAZL advertising dollar results in direct sales gains. The annual earnings of this rich Anthracite and Industrial region of Pennsylvania totals $55,000,000 per year. That's a lot of buying power and it's all spent in WAZL's coverage area.
Contact WAZL or our National Representative.
Radio Advertising Co.
521 Fifth Avenue,
New York City
AFFILIATED WITH NBC - MBS
WAZL
Established 1932 - Hazleton, Pa.
THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

TECHNICAL

JOHN HENNINGER, chief engineer of WIBG Philadelphia, has been appointed technical director of WIBG, WIBG-FM, WIBG-TV and National Wired Music. Latter organization, which pipes music into stores and business houses, is controlled by management of WIBG. Mr. Henninger, member of Institute of Radio Engineers, joined WIBG as chief engineer in 1937.

ROBERT ROBBINS, experienced in Chicago station work, has been named transmitter engineer for WGAT Utica, N. Y.

AIRBORNE INSTRUMENTS LAB. Inc., Mineola, N. Y., has announced commercial availability of its Polar Recorder, originally designed to plot aircraft antenna radiation patterns. Recorder charts voltage on either linear or logarithmic scale as radial distance against angular position. Identified as A. I. L. Type 116 Polar Recorder, device will be custom built to each customer's specific requirements, firm states.

JACK CHURCH, formerly of CFCH North Bay, Ont., has been transferred to engineering staff of CKGB Timmins.

ALLAN R. MUNCEY, master control technician at WCAU Philadelphia, has suffered a heart attack. He is recovering at his home in Collingswood, N. J. and is expected to return to work after a week's rest.

NEW GENERAL ELECTRIC "split-anode" electrometer tube, said to be capable of measuring reliably currents as low as a millionth of a billionth of an ampere, has been made available by Tube Division of GE's Electronics Dept. at Schenectady, N. Y. The tube, Type GL-5674, is a "two-tubes-in-one" device in which the electrodes (control grid and plate) are cut in two and connected so as to function as a pair.

DON WILSON, transmitter operator of WMAQ Chicago, is the father of a girl, Kathleen Ann.

"THE JACK SMITH SHOW," CBS network program heard Mon.-Fri., 7:15-30 p. m., will originate from Chicago from Nov. 19-Dec. 3.

Radio Boost

AN ANNOUNCEMENT over WSBT South Bend proved two things — the power of radio and the popularity of the Notre Dame football team. The message, made at 9:50 a.m. during a program sponsored by a department store for women, concerned the placing on sale by the university of only 1,200 bleacher seats for the Army football game on Nov. 8 and it brought forth one of the maddest three-hour scrambles the city can remember. Less than one hour after the announcement, over 2,000 phone calls had been received, and switchboards at the university, the department store and the station were jammed, so the station was asked to announce that orders would be taken only by mail. By the time the first mail was delivered to the university shortly after noon that day, there were 7,000 orders in and thousands more expected. Needless to say, the game was sold out.

FOR THE BEST IN FM

✓ Andrew Coaxial Transmission Line
✓ Andrew Installation of Line and Antenna

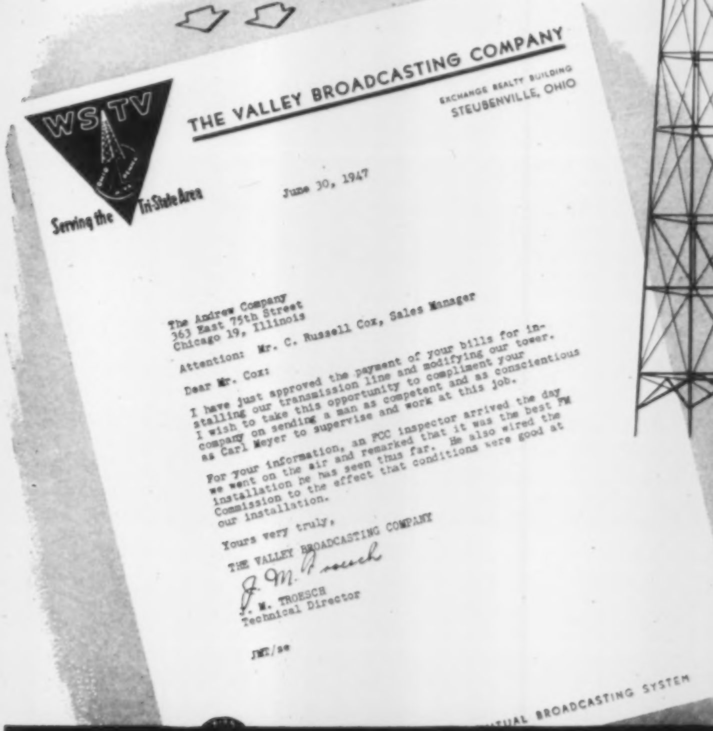
At FM frequencies, transmission lines are tricky.

That's why broadcasters who value reliability buy ANDREW transmission lines. Having bought the best, they find it good business to have Andrew engineers install it.

ANDREW field crews are supervised by radio engineers of long experience, because we believe that steeplejacks alone cannot properly install transmission lines, antennas, and lighting equipment. If you prefer to employ your own workmen, we'll gladly furnish a supervisory engineer.

ANDREW coaxial transmission line, and installation service, may be purchased directly from the factory; or through any FM transmitter manufacturer. If you buy an FM package, be sure to specify ANDREW.

J. M. Troesch of WSTV is one of many satisfied ANDREW customers.



WSTV
Serving the Tri-State Area

THE VALLEY BROADCASTING COMPANY
EXCHANGE REALTY BUILDING
STEUBENVILLE, OHIO

June 30, 1947

The Andrew Company
363 East 75th Street
Chicago 19, Illinois

Attention: Mr. C. Russell Cox, Sales Manager

Dear Mr. Cox:

I have just approved the payment of your bills for installing our transmission line and modifying our tower. I wish to take this opportunity to compliment your company on sending a man as competent and as conscientious as Carl Meyer to supervise and work at this job.

For your information, an FCC inspector arrived the day we went on the air and remarked that it was the best FM installation he has seen thus far. He also wired the Commission to the effect that conditions were good at our installation.

Yours very truly,
THE VALLEY BROADCASTING COMPANY
J. M. Troesch
J. M. TROESCH
Technical Director

JMT/se

TUAL BROADCASTING SYSTEM

ANDREW CO.
363 EAST 75th STREET • CHICAGO 19
ANDREW
WRITE FOR COMPLETE CATALOG

Pioneer Specialists in the Manufacture of a Complete Line of Antenna Equipment

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Announcer—Must be thoroughly experienced in special events and ad-lib music shows. We are in no hurry, just looking for the right man. All details first letter. Box 876, BROADCASTING.

Announcer-operators wanted by new local Florida station. Excellent working conditions, apartments available, furnished or unfurnished, fishing nearby. If you want all-year pleasures with congenial co-workers, write or wire Box 883, BROADCASTING.

Need first class disc jockey for immediate employment. Must be clever, experienced professional personality, not a "character." Request Hooper ratings your shows if available, picture, transcription of work, character references, for western station. Write to Box 886, BROADCASTING. Top pay for right man.

250 watt network affiliated station opening immediately needs proven, experienced, combination program and production director with ability to mc shows. Salary plus. Box 925, BROADCASTING.

Announcer-engineer wanted by 1000 watt NBC Florida station. First class license necessary. Send complete information including disc Radio Station WLAK, Lakeland, Florida.

Good announcer with first class license for NBC 5 kw 19-year-old station with congenial staff. Send disc and picture along with qualifications and salary requirements. KXLF, Butte, Montana.

Experienced manager needed by successful small town 250 watter. State full details in first letter. Box 739, BROADCASTING.

Salesmen for new line of singing commercials for use by retailers. Created by, unquestionably, the highest priced, best known men in the national field. 25 per cent commission. Side line or fulltime. Give full details first letter. Box 927, BROADCASTING.

New network affiliate second of group in operation wants three announcers with first class license. Ideal working conditions, $225.00 per month for 40 hour week. Applications must be received by November 20. Box 928, BROADCASTING.

Salesman wanted—Station in large middlewest market has opening for experienced radio salesman. Send complete details, references, salary requirements and snapshot. Excellent future for right man. Write in confidence. Our staff knows of this ad. Address Box 932, BROADCASTING.

Accordianist for western band in one thousand watt midwest regional station. Steady staff position. Contact immediately if interested. Box 952 BROADCASTING.

Dateline:

WASHINGTON!

Experienced Washington network correspondent now available to do a weekly recorded report from the nation's capitol.

No hackneyed re-write that could be done just as well in your own newsroom.

In order to do the best job only one response will be considered. This is not a "mass production job". Prefer established station desiring intelligent, objective report on national news. A station which is now proud of its news coverage and wishes to expand to include its own Washington report.

REPLY BOX 954,
BROADCASTING

Help Wanted (Cont'd)

Established five kw southeastern NBC affiliate needs seasoned all-round announcer. If you have two years experience, send disc, photo, references to Tom Carswell, Program Director WCOA, Pensacola, Fla.

Salesman who will make calls and get results. Commission. Some active accounts to start. Excellent income possibility for right man with proven selling experience. Sales only backed by capable program staff in this regional NBC affiliated station. Send complete file including photograph and references to WORZ, Orlando, Florida.

Control operator wanted with experience. Knowledge of General Electric console valuable, but not essential. WDOS, Oneonta, N.Y.

Can you do a good job with an ad-lib record show? Can you do a good selling job on commercials? We have a job for the man who can convince us he's the right man for the job. Contact KAYX, Waterloo, Iowa.

Combination man—Mutual affiliate wants first class operator with announcing ability. Permanent position. Air mail qualifications, salary expected, WGGA, Gainesville, Ga.

Announcer—Progressive NBC affiliate in top market needs good, stable man. Must have several years commercial experience. Want versatile man with accent on special events. Send background story, references and transcription to Program Director, WEEK, Peoria, Illinois.

Engineer—First class license for AM and FM station, no announcing or control work, experience unnecessary. Radio Station WGNC, Gastonia, N. C.

Wanted—Engineer, good working conditions, salary $45.00 a week guarantee, base pay $1.00 per hour first 40 hours, $1.50 overtime. Please send references in answer to this ad to Ward A. Coleman, General Manager, Radio Station WENC, Whiteville, North Carolina.

Program director-chief announcer for kilowatt daytime in Carolinas. The man we are looking for has had several years experience in announcing, play-by-play work, and special events and wants to get some experience now as program director. He's sincere in his desire to go on up the ladder. To this man we offer a salary commensurate with ability, some talent, and good prospects. If you feel this ad is directed to you, send disc, references and details to Box 945, BROADCASTING.

Engineer - Kilowatt daytime station needs engineer first class ticket. Want no explorers or floaters and prefer man from the southeast. Chief engineer is good man to work for. Send details to J. R. Dalrymple, Manager, WEWO, Laurinburg, N. C.

WANTED
Commercial Manager
—Salesman

We need a smart, livewire salesman who loves to sell. Good salary plus extras. All applications answered and if convenient, interviews will be granted. Starting salary $5,000. To one who qualifies, the position of general manager will be offered as the present owner and general manager is retiring due to a heart condition. Please write for appointment and interview. Box 953, BROADCASTING.

Help Wanted (Cont'd)

Wanted—Chief announcer who can write commercial copy and knows something about programming. MBS affiliate, south central state. $55 weekly. Box 957, BROADCASTING.

Announcer wanted. Experienced, dependable. Write fully. WCAP, Asbury Park, N. J.

Control engineer. Must have radiotelephone first class license. Starting salary sixty five dollars per week, non-union. Control experience preferred. Station located in Indiana. In reply state experience, education, references, and enclose snapshot. Box 961, BROADCASTING.

Wanted at once. Experienced time salesman with new 5000 watt day and night station. Drawing account and commission. Contact Cliff Goodman, KWHN Broadcasting Co., Inc., Fort Smith, Arkansas, at once.

Agency space-radio writer. Hillbilly units, salesmen, network traffic manager (male), home economist, 50 kw newseditor-caster, senior personality announcers (top regionals); chief engineer. RRR, Employment Service, Box 413, Philadelphia.

Commercial manager wanted who can write copy and assist manager, Mutual station. $65 week. Southwest. Box 958, BROADCASTING.

Wanted—Two single first class engineers who would like to announce. Prefer veterans and recent graduates of radio schools. Good positions, excellent opportunity. Box 956, BROADCASTING.

Farm service director. Experienced man capable of handling farm broadcasts. Send photo, audition disc and qualifications. WKZO, Kalamazoo, Michigan.

Wanted—Topflight news voice who can double in writing and production. Send letter and transcription WPDQ, Jacksonville, Florida.

Situations Wanted

Young woman desires announcing and continuity job. Graduate of leading radio school. Short on experience but long on ambition. West coast preferred but will go anywhere. Clare Griffin, 5726 Sheridan Rd., Chicago, Illinois.

Engineer—Transmitter operator, experienced and reliable, seeks permanent connection with a progressive station. Available after November 8, 1947. Z. Caplan, care WWSO, Springfield, Ohio.

Experienced engineer desires position in midwest, all replys answered. Box 941, BROADCASTING.

Announcer, experienced virtually all phases mike work. Pleasing personality, conscientious, decent voice, good interpretation of program materials. Veteran, presently employed. Desire spot in or near Chicago (home). Available first of year—earlier if needed. Be in Chicago mid-December, can arrange personal interview and audition. Disc and photo available now. Box 942, BROADCASTING.

Announcer, university training, good potential, needs work. Box 939, BROADCASTING.

Engineer available two weeks, desires staff operator or control board position with large station. Box 940, BROADCASTING.

Chief engineer, fifteen years broadcast experience. Planning, installation and maintenance including 1 kw, three tower directional antenna and 5 kw, four tower directional antenna. Box 971, BROADCASTING.

Station construction consultant desires contact with new station for active supervision of planning, building and equipment installation. Box 973, BROADCASTING.

I'm tired of the stix. Well experienced all phases announcing. Acting. Married, sober, no floater. Have toothbrush and comb. Will travel east. Box 972, BROADCASTING.

STATION MANAGER WANTED

Successful 250 watt network station in southern Minnesota has a real deal for a young, personable, aggressive station manager.

Powerful FM station almost ready for air and enthusiastic attitude toward it essential.

Address M. H. White, K W N O, Winona, Minn.

Situations Wanted (Cont'd)

Announcer—2½ years experience desires position with future, knowledge programming, production. Vet, college, single, now employed. Box 873, BROADCASTING.

Topflight announcer. Immediate availability. Near New York. Box 926 BROADCASTING.

Engineer. 1st phone and telegraph. 6 years varied experience. Prefer eastern U.S. Box 930, BROADCASTING.

First ad-venture for ambitious young woman. 10 years radio, including 2 years radio representative business. Station experience, 5 years PD, network and independent, network traffic and national sales. Now holding position of PD looking for job. Preferably middlewest. Available customary notice. Box 931, BROADCASTING.

Producer-director—Rich, varied background in network, agency and local production of drama, public service, special events and news, seeks responsible permanent position. Imaginative, thorough, no fly-by-nighter. Currently employed. Salary range appreciated. Box 935, BROADCASTING

High cost of living sky-rocketing—but here's a good buy: Announcer, single, vet, graduate of accrediated announcing school, musical background. At present serving apprenticeship with leading New York station. Desires position with permanence. Comes wrapped in neat package. Available for immediate delivery. Box 936, BROADCASTING.

Aggressive, young network executive seeks spot with progressive station or network-sales, station relations, promotion. Box 937, BROADCASTING.

Love that work. Announcer, ambitious vet, 28, single. Grad leading NY school. Will travel. Box 938, BROADCASTING.

Announcer—Veteran returning from service, not network caliber, but good man for local station in small town. Pre-war experience in platter, sports and news shows. Go anywhere. Box 943, BROADCASTING.

Announcer-actor-ex-GI. Graduate of leading radio college. Ten months experience with ABC affiliates. Can handle controls. Good typist. Interested in station up to 5000-w in west, southwest or northwest. Disc available. Box 944, BROADCASTING.

16 years radio, agency, newspaper. Continuity and/or program director, news editor. Present spot 6 years. Permanent proposition only. Box 946, BROADCASTING.

Network quality announcer available soon after January first. Must be progressive station with a challenge. Minimum $65. Box 947, BROADCASTING.

Experienced announcer desires to broaden career with creative work-writing, programming, producing. Imaginative, conscientious. Now employed at good salary. Box 948, BROADCASTING.

Sports announcer. Experienced, major sports. Now employed. Box 949, BROADCASTING.

Commercial manager: Yes, a woman but a woman who knows her way around. Exceptional background with many years in national field and outstanding record in local markets. Knows agencies and timebuyers. Has figures to prove ability as personal producer and director of sales staff in highly competitive markets. Best references. Seeks permanent connection on make-good basis with salary and over-ride. Box 950, BROADCASTING.

Radio newsman, veteran, 28, University Minnesota journalism, pol. science, married, two children. Varied background, printing, publicity, news, advertising, teaching. References. Box 951, BROADCASTING.

Copywriter for station or agency in Illinois, Indiana or Missouri: a sensible guy who enjoys his work; a guy who puts forth the necessary effort and turns out good material. Single, experienced, 23, veteran. Currently employed. Box 955, BROADCASTING.

WANTED

Experienced announcers for 5 kw fulltime independent. State age, experience, salary, radio references. Send disc and photo.

KLEE, Milby Hotel, Houston, Texas.

Situations Wanted (Cont'd)

Al Gladding reporting back from Bremen-Bremerhaven after two years as AFN correspondent at "the gateway to the occupation and home". Originator of Bremen's Five Star, Five O'Clock, Final. Lead off man on AFN's European News Round-up, nightly at nine. Wartime editor of 83rd Division newspaper. Three years with Worcester and Springfield (Mass.) newspapers. English major at Mt. Hermon School ('34) Swarthmore College ('38). Desires news spot with small station, preferably in New England. Contact at West Brookfield, Mass.

Married vet, with college degree, journalism major and speech minor, desires announcing or writing position anywhere. Has no commercial experience, but is well trained and very ambitious to enter radio. Salary open. Walter Kavanagh, 2032 N. 65 St., Omaha., Nebr.

Team—Pete Miller and Caroline Aylor, Caroline, fashions, ad-lib, or MC talent; traffic. Exp. five years. Mutual, ABC. Pete, all-round staff man plus sports. Location unimportant. Photos, disc and details on request. 8800 Wilshire Blvd., Beverly Hills, Calif.

Television operator. Experienced RCA TT 5 transmitter, sixteen years extensive radio background, practical knowledge and photography and film processing. Acceptable reason for changing employment. Northeast only. Box 843, BROADCASTING.

Announcer, inexperienced but capable. One year leading broadcasting school. Age 26, personable, affable, good voice. Will accept position on three months trial basis. Available two weeks notice. Travel almost anywhere. Write for photo, references, application letter. Box 858, BROADCASTING.

Successful announcer—3 years network affiliates. Now chief announcer, considering change. 25, single, college graduate. News, disc, special events, sports. Worth my salt as present and previous employers will testify. What's your proposition. Box 874, BROADCASTING.

Transmitter engineer, 36, married, first class telephone and telegraph licenses, desires position with station in Pacific northwest or southeastern Alaska. Familiar with Alaska. Box 889, BROADCASTING.

General manager. A real success story goes with this thoroughly experienced leader. Excellent reason for leaving present position. Family. Permanent. Experience in all phases. Personal interview essential. Box 915, BROADCASTING.

First phone. Announcer, commercial and play-by-play sports. Advertising and copy management in radio and newspaper. College graduate. I want to use this experience as a station manager or in any combination of jobs to earn upwards of $4500 a year. Veteran. Box 917, BROADCASTING.

For qualified technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 46th St., N.Y.C. BRyant 9-5080.

Attention eastern advertising and talent agencies, stations and networks: By what standards do you measure "the best"? Is your programming the best it can be? With a background in top-flight production, recording, television, sales, music direction and client relations I have the tools to give your program structure that "rounding-out" which will put it among "the best". Box 959, BROADCASTING.

Engineer—27, married, 1st phone, Army operator technician. Box 960, BROADCASTING.

Announcer, 36, four years experience in news and general announcing. Wants news job in small station or news-continuity combination. Clear voice, authoritative, but friendly delivery. Presently employed as chief announcer at large metropolitan station. Excellent references. Minimum $60. Box 962, BROADCASTING.

OPENING TELEVISION STATION?

Available—Sales Manager with thoroughly rounded video show sales experience. Television productionwise with 10 years administrative background.

BOX 964, BROADCASTING

Writer, announcer, one year commercial radio. Large amount Army and sustaining work. May Heaven send progressive station that knows radio! Box 963, BROADCASTING.

Announcer wants experience. Thoroughly trained negro. Please. Box 969, BROADCASTING.

Construction engineer. Has built 5 AM stations up to 1 kw. Desires to build and remain as chief. Box 968, BROADCASTING.

Program director—CBS—50 kw program production background. Prefers Denver vicinity. Others considered. Box 967, BROADCASTING.

Chief engineer—20 radio years (FCC, broadcast, manufacturing). Box 966, BROADCASTING.

Announcer—Experienced. Midwest preferred. Disc available immediately. Excellent references. Box 977, BROADCASTING.

Announcer—Vet, single, 26. Summer replacement experience. Will travel. Can you use me? Bob Rito, 1403 N. Lockwood, Chicago 51, Illinois.

Announcer—Vet, single, capable. Some experience. Leading Chicago radio school. Available immediately, will travel. Disc, photo, references. Box 976, BROADCASTING.

For Sale

For sale—RCA FM equipment 0 3 kw transmitter, Pylon antenna, transmission line, supporting tower, speech equipment. New, not unpacked. Immediate delivery at RCA list price. Box 878, BROADCASTING.

Tower construction and maintenance, also ground systems—Available now. Ace Hi Tower Construction Co., offices at WROM, Rome, Georgia, H. C. Tant, Mgr., Phone 9075.

New, never used Technology Instrument Corporation dynamic noise suppressor, type 910-AB balanced 600 ohms, input and output. Gray finish cost $596.00, make offer. Frank Carman, Radio Station KUTA, Salt Lake City, Utah.

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

Blaw-Knox tower for sale, 230 ft., shunt-fed, complete except for blinker; knocked down and stored Washington, D.C.; price $1,750.00. Box 934, BROADCASTING.

For sale—Two (2) Fairchild type 542 dynamic pickups, complete with Fairchild arms and filters. The two sets cost $250.00. Make reasonable offers. Frank Carman, Radio Station KUTA, Salt Lake City, Utah.

Immediate delivery on 250 watt composite transmitter with two years operation under its belt. Priced right at $1,000.00 to make room for one kilowatt power increase—complete with tubes and spars (final pair 805's, high level modulation) and RCA TMV 129-B crystal on 1240 kc. Wire or write James C. Morrison, Chief Engineer, Radio Station KCOK, P. O. Box 119, Tulare, Calif.

2 Brooks 30 watt recording amplifiers, less than 50 hours use. 1.1% rms distortion full output 50 cycles, 1db 20-20,000 cps, 500 ohms imput-50 ohms and 1-30 ohms output. Gain 55db. Suitable for rack mounting. Here is your chance to acquire a superior driver amplifier at reasonable cost. $175 [illegible]. Apex Sound Equipment Co., Box 913, Rossmoyne, Ohio.

For sale—WE 353E1 in perfect condition. Two sets tubes. Now in operation. Radio Station KLM[illegible] Monroe, La.

For sale—Collins 300-E modified to 300-F one 40D-A exiter for transmitter, one 164 ft. square self-supporting, tapered tower, lighting fixture and base insulators with one new set transmitter tubes complete. Box 965, BROADCASTING.

For sale—Presto model Y recorder. Complete. Box 929, BROADCASTING.

For sale—1 Fairchild No. 199 recording table. Includes cutter head and playback. Mounted in studio type cabinet. Best offer. Box 975, BROADCASTING.

570 kc xtal for sale. RCA model TMV-129B, serial 3030, 60°C 115 volts, 14 watts. Good oscillator, used less than 60 days. Cost us $115.00, yours for $80.00. Box 974, BROADCASTING.

FOR SALE—Two turntables, one Robinson model A, used one year; one Robinson model B, used 6 weeks. Both for $300 C.O.D. Box 978, BROADCASTING.

PHILIPPINES EYE U. S. RADIO

Manager of KZPI-KZOK-KZBU, Visiting U. S., Says

Islanders Like News and Quiz Shows

THE U. S. SYSTEM of commercial broadcasting is being closely watched and emulated by stations in the Philippine Islands in the process of their own radio development, Norman Paige, general manager and part-owner of a group of three Island stations, told BROADCASTING in Chicago last week while enroute to the West Coast.

Also Far Eastern correspondent for ABC, Mr. Paige is in charge of three Philippine stations owned by a corporation, of which he is a stockholder. Stations include: KZPI Manila, 10 kw, 800 kc, all English language, with AM-FM broadcasts and shortwave west of San Francisco; KZOK Manila, 1 kw, 1,000 kc, Spanish and Tagalog languages, with simultaneous shortwave, and KZBU Cebu, 1 kw, 1200 kc, using rebroadcasts of certain network shows (excepting musical) as recorded off lines in San Francisco and then airmailed to islands. Stations are operated collectively, not separately.

Rely on Newscasts

Stations rely heavily on newscasts, Mr. Paige said, and subscribe to all news services. Wire service news reports are re-written by staff men. Mr. Paige disclosed that the Philippine people are "very news-conscious." To supplement newscasts his stations are carrying the *UN Today* programs twice a week recorded off the U. S. State Dept. wire. In addition, he said, station programming includes quiz and mystery shows, which are quite popular, and amateur hours. Stations go in heavily also for remotes, which he numbered at about 400 a month.

The Philippine radio magnate revealed that he had purchased about 40 package shows while in the states, among them the Barry Wood, Kate Smith and Ronald Colman productions. He had also purchased, he said, two General Electric transmitters, 10,000 and 1,000 watts, as well as a tape recorder and a turntable.

Mr. Paige also revealed that, while in New York, he obtained a 2½-hour interview with James C. Petrillo, AFM president, to discuss the possibility of contracting for rebroadcasting rights to network musical programs. He said he felt that Mr. Petrillo's recent rulings, which banned further recordings after Dec. 1 and AM-FM duplication, were edicts "international in scope," which, in effect, would bar good American music from the Far East.

Advertising Is Good

Indicating there is no lack of advertising on his three stations, Mr. Paige said there are approximately 15 American advertisers in the Philippine markets. American-advertised products account for about 50% of the commercial quota, with local distributors of American products and other local merchants allocating a goodly percentage of their advertising budget to radio.

According to Mr. Paige's estimates, there are roughly 200,000 sets in use at present in the Philippines, with between 3,000 and 5,000 arriving per month. (The 200,000 figure does not include sets owned by some 100,000 troops stationed there.)

Staff members of KZPI-KZOK-KZBU include, aside from Mr. Paige, Henry L. Miller as production manager; Paul Rappaport, former United Press correspondent, and Larry Burgetz and Irving Pfau, former service personnel.

Wanted to Buy

Radio station. Radio executive interested buying partnership, interest or control of local station. Will assume management. Network affiliate preferred. Box 836, BROADCASTING.

Small station. Cash basis. Prefer unit not presently showing full possible earnings. Box 892 BROADCASTING.

Wanted—2 RCA type AZ-4217-2 vertical pickup heads. WACO, Waco, Texas.

Syndicate will invest up to $400,000 in profitable local or regional. Write Box 970, BROADCASTING with complete details.

Miscellaneous

Announcing for Radio-Kilmer. Newest publication in its field. Used by nine universities, 300 stations. $2.50. University Radio Publications, Box 1136 University Place Station, Des Moines, Iowa.

A new service for new stations— Programming analysis, including continuity, music, traffic and production. Give your station a chance when it opens—let experts program it. Write details. Box 933, BROADCASTING.

Gags for ad-lib announcers. $5.00. 5718-37th St., N., St. Petersburg 6, Fla.

Jockey's comedy script collection, $5.00. Kleinman, 1735-T N. Bronson St., Hollywood, 28, Calif.

"DR. I. Q.," NBC quiz show featuring Lew Valentine, will originate from Brooklyn, N. Y. for an extended period beginning Nov. 17. Show is sponsored by Mars, Inc (candy), through Grant Adv., Chicago.

FOR SALE

250 WATT STATION

$60,000

An unusually clean and well established 250 watt station covering a very attractive southwest market.

This station dominates its local area and is doing a good programming and selling job. Combined agricultural, industrial and resort territory insures sound and growing business.

Write—Exclusive representatives

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C.	SAN FRANCISCO
James W. Blackburn,	Ray V. Hamilton
1011 New Hampshire Ave.	235 Montgomery St.
National 7406	Exbrook 2-5672

KTUL

TULSA

John Esau
Vice President & General Manager

Avery-Knodel, INC.
RADIO STATION REPRESENTATIVE

GIVEAWAY FOR NEEDY

'Breakfast Club' M. C. Tries New Idea; Poor Families Benefit and Critic Gets His Answer

CRITICS of the current radio giveaway vogue can draw a second breath and note the example set recently by ABC's *Breakfast Club*. For Don McNeill, m.c., the cast and listeners demonstrated that the giveaway can be turned into a means for public works of mercy.

When a listener criticized Mr. McNeill for never giving anything away on his program, Don's reply was that the *Breakfast Club* didn't go in for that sort of thing, simply because other shows did. He took a survey of listeners and found that they backed him almost 100%; the program was fine without the necessity of prizes. As an alternative, however, Mr. McNeill decided on a "shakedown" whereby listeners attending the Nov. 7 broadcast were to bring some usable gift for distribution by welfare organizations.

The shakedown was a huge success. Gifts brought in by listeners were valued at $10,000 and took up enough room to fill the stage and overflow the halls leading to the Merchandise Mart studio where the program originates.

As Mr. McNeill described some of the presents on the air, singers Patsy Lee and Jack Owens, funsters Sam Cowling and Aunt Fanny and other members of the cast checked their card lists of the needy to find appropriate places to deliver the gifts.

Food was given in abundance by listeners, celebrities and sponsors. Other gifts included such items as a baby carriage, cedar chest, dinette set, gas range, washing machine, refrigerator—to mention a few. It didn't stop with the broadcast. Two hours after the program was over, ABC switchboards were still jammed with calls from listeners who were unable to attend but who wanted to contribute.

Gamble to Speak

FREDERIC R. GAMBLE, president AAAA, will address the American Television Society monthly luncheon, Nov. 24 at the Hotel Commodore, New York. He is second speaker in a series that began in October with Paul West, ANA, president, as featured guest.

FCC Actions

(*Continued from page 76*)

Decisions Cont.:

KFIO Spokane, Wash.—Granted petition for leave to amend application to revise engineering data.

Wash. Bcstrs. Inc., Spokane, Wash.—Granted petition to dismiss without prejudice application and ordered that application of KFIO be removed from the hearing docket.

Alvin E. O'Konski, Merrill, Wis.—Granted petition for leave to amend application to specify 730 kc 1 kw D in lieu of 1230 kc 250 w unl. and different location for proposed station etc. Amendment was accepted and application removed from hearing docket; further ordered that application of Lakeland Bcstg. Corp. be removed from hearing docket.

Eugene Bcstrs. Inc., Eugene, Ore.—Granted petition insofar as it requests continuance of hearing to Dec. 18. Deferred action on requests for change of place of hearing from Washington to Eugene, and referred same to full Commission.

Wabash Bcstg. Co. Inc., Lafayette, Ind.—Granted petition to dismiss without prejudice its application.

Metropolitan Bcstg. Co. of Milwaukee—Granted petition for leave to amend application, to change location of station from Milwaukee to Whitefish Bay, Wis., and to change paragraph 16 with respect to hours of operation etc.

Bay Radio Inc., North Bend, Ore.—Granted petition to dismiss without prejudice application and ordered that application of Western Oregon Bcstg. Inc. be removed from hearing docket.

Western Pennsylvania Bcstg. Corp., East Liberty, Pa.—Granted petition to dismiss without prejudice application and ordered that hearing on application of United Bcstg. Corp., E. Liberty, Pa., be severed from consolidated proceeding, and assigned J. Fred Johnson Jr. to preside at separate hearing on that application, scheduled Nov. 11 at Pittsburgh. Hearing upon applications of E. Liverpool Bcstg. Co. and Radio Courier Inc., other applications in consolidated hearing would not serve public interest.

Williamson Bcstg. Corp., Pikesville, Ky.—Granted petition insofar as it requests leave to amend application to specify 1490 kc 250 w unl. in lieu of 1240 kc 250 w unl. and removal from hearing docket. Request for waiver of hearing referred to Commission.

Harvey Radio Labs. Inc., Cambridge, Mass.—Dismissed petition requesting immediate consideration and grant of application.

Greensboro News Co., Greensboro, N. C.—Granted petition to dismiss without prejudice application.

Tri-State Bcstg. Co., Cumberland, Md.—Granted requests to take depositions in hearing on application.

John F. Kramer, Cambridge, Md.—Referred to Commission petition for 30-day continuance of hearing scheduled for Nov. 13.

Beeville Bcstg. Co., Beeville, Tex.—Granted petition to dismiss without prejudice application.

WJVB Jacksonville Beach, Fla.—Granted petition to dismiss without prejudice application; and further ordered that application of Radio South Inc., be removed from hearing docket.

Keystone Bcstg. Corp., Harrisburg, Reading Bcstg. Co., Reading, and York Bcstg. Co., York, Pa.—Granted joint petition requesting 30-day continuance of consolidated hearing from Nov. 19 to Dec. 18, 1947.

WDGY Minneapolis—Granted petition for leave to amend application to specify 25 kw N instead of 50 kw etc. Amendment was accepted and application removed from hearing docket.

Coleman Bcstg. Co., Coleman, Tex.—Granted petition to dismiss without prejudice application and ordered that application of W. W. Roark be removed from hearing docket.

Matta Bcstg. Co., Pittsburgh—Granted petition for leave to amend application to show revised engineering data etc.

November 12 Decisions . . .

DOCKET CASE ACTIONS

AM—1490 kc

Announced proposed decision looking toward grant of application of Meroco Bcstg. Co. for new station Greeley, Col., 1450 kc 250 w unl., subject to cond. that applicant shall file within 60 days from date of grant an application for mod. CP specifying trans. site and ant. system meeting requirements of Commission standards. Proposed to deny application of Gifford Phillips for same facilities in Denver. (Comrs. Denny and Hyde not participating).

BY THE COMMISSION

STA—1460 kc

Governor Dongan Bcstg. Corp.—Granted special temporary authorization to operate on 1460 kc 500 w-N 1 kw-D unl. using call letters WOKO, for period beginning 12:01 a.m. Nov 9 and ending in no event later than Dec. 9, 1947, provided WOKO ceases operation (Action taken Nov. 7).

AM—1340 kc

WINX Washington, D. C.—Granted CP to install new trans. and two new synch. amp. for operation on 1340 kc, Washington, D. C. Also granted CP for developmental FM station, 936 mc, maximum power 20 w, to be operated unl. as synch. link between main trans. and two synch. operated boosters referred to above. Synch amp. is authorized upon exp. basis only, in conjunction with developmental broadcast station simultaneously authorized, subject to cancellation without advance notice or hearing, and subject further to all restrictions and requirements of rules governing developmental broadcast stations, except that regular program material and call letters identification of WINX may be transmitted (action taken Oct. 21).

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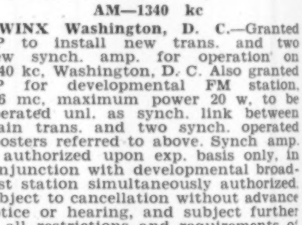

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November 13 Decisions . . .

DOCKET CASE ACTIONS

AM—1340 kc

Announced proposed decision and order denying petition of Abilene Bcstg. Co. for leave to amend its application to show complete separation of Gene L. Cagle as stockholder, officer and director, and looking toward grant of application of Citizens Bcstg. Co. for new station Abilene, Tex., 1340 kc 250 w unl. FCC would deny application of Abilene Bcstg. Co. for same facilities (Comr. Jones not participating).

Petition Denied

Announced memorandum opinion and order denying petition of Tri-State Bcstg. Corp., Evansville, Ind., requesting (1) reconsideration on basis of present record Commission's decision released Aug. 1, 1947, granting application of WJPS Inc. and denying petitioner's application; or (2) for waiver of Sec. 1.365(a) of rules, leave to amend application to show that Robert H. Hinckley has severed all connections with Tri-State and transferred his stock therein to another stockholder, reopening record to incorporate amendment, and reconsideration of Commission's decision on basis of amended record (Comr. Jones not participating; Comrs. Denny and Jett dissenting).

BY COMMISSION EN BANC

FM—Grants

Authorized cond. grants for two FM stations, one Class A and one Class B. Authorized CPs for two Class A and four Class B FM outlets. Authorized CPs in lieu of previous cond. for one Class A and 12 Class B stations. See story this issue.

Hearing Designated

WHP Inc. and Harold O. Bishop, Harrisburg, Pa.—Designated for hearing application of WHP Inc. for new commercial television station in consolidated proceeding with application of Harold O. Bishop; ordered that television channel requests of these applicants be made subject to Commission's decision in reallocations hearing Docket 8487.

Assignment of CP

WRGK Brookfield, Ill.—Granted assignment of CP for FM station WRGK from George M. Ives to WRGK Inc., new corporation.

AM—1050 kc

Denton & Jones Bcstrs., Jacksonville, Fla.—Granted CP new station 1050 kc 250 w D.

AM—740 kc

Radio Station Des Moines Inc., Des Moines, Iowa—Granted CP new station 740 kc 250 w D; engineering cond.

AM—1580 kc

News Examiner Co., Connersville, Ind.—Granted CP new station 1580 kc 250 w D; engineering cond.

Assignment of License

KFMO Flat River, Mo.—Granted assignment of license of KFMO from Oscar C. Hirsch to Lead Belt Bcstg. Co. in which Hirsch owns 86.7% of issued and outstanding stock.

Assignment of Permit

KELP El Paso, Tex.—Granted consent to assignment of permit of KELP from Paso Bcstg. Co., partnership, to Paso Bcstg. Co. Inc., corporation.

Hearing Designated

Dr. Azra C. Baker, Seymour, Ind.—Designated for hearing application for new station 1390 kc 250 w D and made station WGRC Louisville party to proceeding.

FCC Box Score

FCC BOX SCORE of actions as of last Thursday stands as follows: Standard stations—1,424 licensed, 509 construction permits, 267 applications in pending file, 395 applications in hearing; FM—72 licensed, 250 conditional grants, 700 CPs (of which 250 are on air under special temporary authority), 65 applications pending, 53 applications in hearing; television—six licensed, 64 CPs (of which 14 are on air), 15 applications pending, 17 applications in hearing.

AM—1420 kc

Fannin County Bcstg. Co., Bonham, Tex.—Granted CP new station 1420 kc 250 w D; cond.

AM—1230 kc

KDAK Inc., Sioux Falls, S. D.—Granted CP new station 1230 kc 250 w unl., subject to no operation taking place until KELO vacates 1230 kc and begins operation on 1320 kc, and subject to filing within 60 days of grant an application for mod. CP specifying trans. site and ant. system meeting requirements of standards.

AM—1490 kc

Itasca Bcstg. Corp., Grand Rapids, Minn.—Granted CP new station 1490 kc 250 w unl.; engineering cond.

AM—970 kc

Wyoming Bcstg. Co., Pineville, W. Va.—Granted CP new station 970 kc 1 kw D; engineering cond.

Hearing Designated

Radio Lakewood Inc., Lakewood, Ohio—Designated for hearing application for new station 1380 kc 500 w D DA and order that station WFMJ Youngstown be made party to proceeding.

Pure Bred Bcstg. Co., Richmond, Ky.—Designated for hearing application for new station 1550 kc 250 w unl.

Hillsdale Bcstg. Co. Inc., Hillsdale, Mich.—Designated for hearing application for new station 1280 kc 250 w D.

AM—1420 kc

Wilson Radio Co., Wilson, N. C.—Granted CP new station 1420 kc 1 kw D; engineering cond.

AM—1360 kc

Southern Radio and Equipment Co., Jacksonville, Fla.—Granted CP new station 1360 kc 1 kw D.

AM—1010 kc

Sumner County Bcstg. Co., Gallatin, Tenn.—Granted CP new station 1010 kc 1 kw D; engineering cond.

November 13 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KPSC Phoenix, Ariz.—Mod. CP which authorized change in frequency and power, install new trans. and DA-N and change in trans. location, to mount FM ant. on South tower of DA.

AM—1480 kc

KYOS Merced, Calif.—CP change frequency from 1360 to 1480 kc, power from 1 to 5 kw; change type trans., change DA and ground system; change trans. location. **AMENDED** to make change in ant. system.

Assignment of License

KFXM San Bernardino, Calif.—Voluntary assignment of CP and license from J. C. Lee and E. W. Lee (Lee Bros. Bcstg. Co.) to Lee Bros. Bcstg. Corp.

WBSR Pensacola, Fla.—Voluntary assignment of CP and license from Ruth Braden, Edward F. Braden, George E. Mead, John H. Braden, Lala Braden Boughton and Kirke M. Beall d/b as Escambia Bcstg. Co. to Escambia Bcstg. Co.

AM—910 kc

Okefinokee Bcstg. Co., Waycross, Ga.—CP new standard station 910 kc 1 kw DA-N unl. **AMENDED** to change name of applicant from E. K. Avriett, tr/as Okefinokee Bcstg. Co. to E. K. Avriett Sr., E. K. Avriett Jr., Ann Avriett, Frank E. Walker, Denver T. Brannen and Theodore Dinkins d/b as Okefinokee Bcstg. Co.

Modification of License

WMRO Aurora, Ill.—Mod. license to change power and hours from 250 w D to 250 w D 100 w N unl. on 1280 kc.

Assignment of License

WJEF Grand Rapids, Mich.—Voluntary assignment of license from John E. Fetzer and Rhea Y. Fetzer d/b as Fetzer Bcstg. Co. to Fetzer Bcstg. Co.

WKZO Kalamazoo, Mich.—Same.

AM—680 kc

WRNY Rochester, N. Y.—CP change hours from D to unl., increase 250 w D to 500 w-N 1 kw-D, install new trans. and DA-DN (DA-2) and change trans. location. **AMENDED** re change in DA and to change trans. location (geog. coords. only).

Modification of CP

WBBB Burlington, N. C.—Mod. CP which authorized increase power, change hours, make changes in vertical ant. and ground system and change type trans., for extension of completion date.

Assignment of CP

WGTM Wilson, N. C.—Voluntary assignment of CP and license from Penn Thomas Watson to Watson Industries Inc.

SSA—780 kc

KSPI Stillwater, Okla.—SSA to operate on 780 kc 250 w from 6 a.m. to 7:30 p.m. (CST) for period ending Nov. 1, 1949.

AM—560 kc

WHBQ Memphis, Tenn.—CP change frequency from 1400 to 560 kc, increase 250 w to 1 kw N 5 kw D, install new trans. and DA-DN (DA-2) change trans. and studio location. **AMENDED** re change in DA and change trans. location.

Modification of CP

KARM-FM Fresno, Calif.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

Assignment of CP

KFXM-FM San Bernardino, Calif.—Voluntary assignment of CP, as mod., to Lee Bros. Bcstg. Corp.

FM—92.7 mc

Waukegan Bcstg, Corp., Waukegan, Ill.—CP new FM station (Class A) on Channel 224, 92.7 mc, ERP 1 kw and ant. height above average terrain 250 ft.

Modification of CP

KTSJ Topeka, Kan.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

FM—100.1 mc

Puritan Broadcast Service Inc., Lynn, Mass.—CP new FM station (Class A) on Channel 261, 100.1 mc, ERP 600 w and ant. height above average terrain 188.5 ft.

Assignment of CG

WJEF-FM Grand Rapids, Mich.—Voluntary assignment of CG to Fetzer Bcstg. Co.

Modification of CP

WMBH-FM Joplin, Mo.—Mod. CP which authorized new FM station for extension of completion date.

(*Continued on page 94*)

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FCC Actions

(Continued from page 93)

Applications Cont.:

Modification of CP

WHBJ Mount Vernon, N. Y.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

FM—94.5 mc

Scotland Bcstg. Co., Laurinburg, N. C.—CP new FM station (Class B) on 94.5 mc, ERP 8.6 kw.

Modification of CP

KALE-FM Portland, Ore.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WKAP-FM Allentown, Pa.—Same.
WPIC-FM Sharon, Pa.—Same.
WSPA-FM Spartanburg, S. C.—Same.
WROL-FM Knoxville, Tenn.—Same.
WRR-FM Dallas, Tex.—Same.
KTRN Wichita Falls, Tex.—Same.

TV—210-216 mc

Chicago Times Inc., Chicago—CP new commercial television station on Channel 13, 210-216 mc, power vis 5 kw aur 4 kw and unl. AMENDED to change corporate name to Sun and Times Co.

TV—76-82 mc

WAVE Inc., Louisville, Ky.—CP new commercial television station on Channel 5, 76-82 mc, ERP vis 16.6 kw aur 10.0 kw and unl.

WJR The Goodwill Station Inc., Detroit—CP new commercial television station on Channel 5, 76-82 mc, ERP, vis 17.8 kw, aur 17.8 kw and unl.

FM—Unassigned

Lewis College of Science and Technology, Chicago—CP new noncommercial educational FM station on frequency to be assigned by FCC and power of 52.2 kw.

License for CP

KWIK Burbank, Calif.—License to cover CP, as mod., which authorized new standard station and change studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KCOK Tulare, Calif.—Mod. CP which authorized change in frequency, and power, install new trans. and DA-N and change in trans. location to change type trans.

KVVC Ventura, Calif.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

AM—1340 kc

WWPG Palm Beach, Fla.—CP install new vertical ant. and mount FM ant. on AM tower.

Modification of CP

WQXI Buckhead, Ga.—Mod. CP which authorized new standard station for approval of ant. and trans. location.

License for CP

WASK Lafayette, Ind.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1340 kc

KROS Clinton, Iowa—CP install new vertical ant. and mount FM ant. on AM tower, and change trans. location.

Modification of CP

KRNT Des Moines, Iowa—Mod. CP which authorized install new trans. to change type trans.

KXGI Fort Madison, Iowa—Mod. CP which authorized new standard station for approval of ant. and trans. location.

AM—1230 kc

The Tri-State Bcstg. Co., Cumberland, Md.—CP new standard station 1230 kc 250 w unl. AMENDED re officers, directors and stockholders.

SSA—1310 kc

WKMH Dearborn, Mich.—SSA to operate on 1310 kc 1 kw D until completion of construction authorized Oct. 31, 1947.

Modification of CP

WREX Duluth, Minn.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

License for CP

WCJU Columbia, Miss.—License to cover CP which authorized changes in trans. equipment.

AM—1560 kc

WQXR New York—CP make changes in trans. equipment and increase power from 10 kw to 50 kw, install DA-DN (DA-1) and change type trans. AMENDED to change DA.

License for CP

WFAS White Plains, N. Y.—License to cover CP, as mod., which authorized change location of present licensed trans. to be used as aux.

AM—1490 kc

Radio Courier Inc., East Liverpool, Ohio—CP new standard station 1490 kc 250 w unl. Contingent upon relinquishment of 1490 kc by WWSW. AMENDED to change trans. location.

AM—1400 kc

Times Pub. Co., Erie, Pa.—CP new standard station 1400 kc 250 w unl. AMENDED re officers, directors and stockholders.

License for CP

WEEU Reading Pa.—License to cover CP which authorized installation of new trans. and authority to determine operating power by direct measurement of ant. power.

AM—590 kc

WARM Scranton, Pa.—CP change frequency from 1400 kc to 590 kc, increase 5 kw to 1 kw N 5 kw-D, install new trans. and DA-DN (DA-2) and change trans. location. AMENDED to change power from 1 kw N 5 kw D to 5 kw DN, change DA and change trans. location.

License for CP

WIBS Santurce, P. R.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WCRS Greenwood, S. C.—Mod. CP which authorized installation of new vertical ant. to support FM ant., for extension of completion date.

WNAX Yankton, S. D.—Mod. CP, as mod., which authorized install. new trans., for extension of completion date.

AM—990 kc

Bexar Bcstg. Co., San Antonio, Tex.—CP new standard station 980 kc, 1 kw D. AMENDED to change frequency from 980 to 990 kc.

AM—1290 kc

Texoma Bcstg. Co., Wichita Falls, Tex.—CP new standard station 1290 kc 1 kw DA-N and unl. AMENDED to change DA; change trans. equipment and change trans. location.

Modification of CP

WSKI Montpelier, Vt.—Mod. CP, as mod., which authorized new standard station to change name of permittee from Carl R. Taylor and Bernard M. Jacobsen to Carl R. Taylor and Bernard M. Jacobsen, partnership d/b as Montpelier-Barre Bcstg. Co., and to change studio location.

Modification of CP

WMGY-FM Montgomery, Ala.—Mod. CP which authorized new FM station to change completion date.

WMBR-FM Jacksonville, Fla.—Mod. CP, as mod., which authorized new FM station to change trans. site; ant. height above average terrain to 234 ft.; ERP to 46.8 kw and make changes in ant. system.

License for CP

WEAW Evanston, Ill. — License to cover CP, as mod., which authorized new FM station.

FM—97.7 mc

Northern Illinois Bcstg. Co., Woodstock, Ill.—CP new FM station (Class A) on Channel 224, 96.7 mc, ERP 999 w. AMENDED to change frequency from Channel 224, 96.7 mc, to Channel 244, 97.7 mc.

Modification of CP

WESX-FM Salem, Mass.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KSTP-FM St. Paul, Minn.—Mod. CP, as mod., which authorized new FM station to specify studio location, change trans. site, change type trans., ERP to 57.1 kw, ant. height above average terrain to 562.7 ft., make changes in ant. system and change commencement and completion dates.

KBON-FM Omaha, Nebr.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WMSA-FM Massena, N. Y.—Mod. CP, which authorized new FM station, to change type trans., ERP to 12.9 kw, make changes in ant. system and change commencement and completion dates.

WHLD-FM Niagara Falls, N. Y.—Mod. CP., as mod., which authorized new FM station for extension of completion date.

WHVA Poughkeepsie, N. Y.—Same.
WLWA Cincinnati—Same.
WBRE-FM Wilkes-Barre, Pa.—Same.
WRAK-FM Williamsport, Pa.—Same.

TV—204-210 mc

Harold Thomas, Waterbury, Conn.—CP new commercial television station on Channel 12, 204-210 mc, ERP vis. 20 kw, aur. 15.75 kw and unl.

TV—210-216 mc

New England Television Co. Inc., Boston—CP new commercial television station on Channel 13, 210-216 mc, ERP vis. 22 kw, aur. 15.75 kw and unl.

TV—180-186 mc

New England Television Co. Inc., Fall River, Mass.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 3 kw, aur. 1.43 kw and unl.

FM—88.7 mc

State of Wisconsin-State Radio Council, Madison, Wis.—CP new noncommercial educational FM station on Channel 204, 88.7 mc.

APPLICATIONS DISMISSED

AM—1450 kc

The Montana Network, Great Falls, Mont.—CP new standard station 1450 kc 250 w unl. Dismissed by request of attorney.

Modification of CP

WTNS Coshocton, Ohio—Mod. CP as mod., which authorized new standard station to change type of trans. DISMISSED by request of attorney.

APPLICATION RETURNED

License for CP

WJAG Norfolk, Nebr.—License to cover CP as mod., which authorized install new trans., vertical ant. and ground system and change trans. location and authority to determine operating power by direct measurement of ant. power. Returned obsolete forms.

TENDERED FOR FILING

Modification of CP

KAMQ Amarillo, Tex.—Mod. CP to change hours from D to unl., power from 1 kw D to 500 w N 1 kw D and install DA-N.

Modification of License

WTAQ Green Bay, Wis.—Mod. license to change from DA-DN to DA-N.

AM—1050 kc

Mansfield Bcstg. Co. Inc., Mansfield, Pa.—CP new standard station 1050 kc 1 kw D.

AM—1490 kc

Big Sandy Bcstg. Co., Paintsville, Ky.—CP new standard station 1490 kc 250 w unl.

AM—1350 kc

KCSB San Bernardino, Calif. — CP change hours from D to unl.

Acquisition of Stock

WSGC Elberton, Ga.—Acquisition of control of stock owned by John L. Barnes in licensee corporation by Harry G. Thornton and Gradus T. Christian.

AM—1280 kc

WMRO Aurora, Ill.—CP change hours from D to unl., power from 250 w D to 100 w N 250 w D.

AM—1430 kc

Ames Bcstg. Co., Ames, Iowa—CP new standard station 1430 kc 1 kw D.

AM—1240 kc

Suburban Bcstrs., Jackson, Mich.—CP new standard station 1240 kc 250 w unl. (Request facilities to be relinquished by WJIM.)

Modification of CP

KNEB Scottsbluff, Nebr.—Mod. CP to change frequency from 960 to 970 kc and approval of ant. system and trans. location.

AM—1460 kc

Suburban Bcstg. Corp., New Rochelle, N. Y.—CP new standard station 1460 kc 500 w D.

AM—1410 kc

Nashville Radio Corp., Nashville, Tenn.—CP new standard station 1410 kc 5 kw unl. DA.

Modification of CP

KNAK Salt Lake City—Mod. CP to change power from 500 w DN to 500 w N 1 kw D using DA-N and install new trans.

AM—1250 kc

Public Service Bcstg. Co. of Seattle, Wash.—CP new standard station 1250 kc 1 kw, share time with KTW (contingent upon KWSC change in frequency) (using KTW's transmitting facilities).

AM—560 kc

KPQ Wenatchee, Wash. — CP make changes in DA (DA-N).

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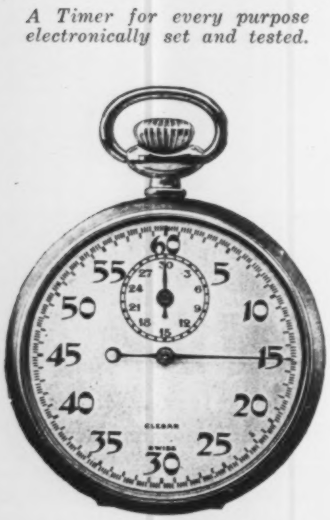

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NEW WKLF CLANTON IS NOW IN OPERATION

WKLF, licensed to Southeastern Broadcasting Co. went on the air this month in Clanton, Ala. Station is a daytime 1 kw outlet, operating on 980 kc. Hugh Webb, president of the Alabama Broadcasters Assn., is general manager of the station.

Station boasts a modern studio, complete with an auditorium that has a 100-person capacity. Gates equipment has been installed throughout. AP news service has been arranged.

Staff members include Ben Rath, commercial manager; Lester Carter, formerly with WJHO Alpine, Ala., chief engineer; Grady Carter, assistant engineer; and Mrs. Charlotte A. Barney, program director. Mrs. Barney will also handle women's features.

Radio News

(Continued from page 17)

column in length.

In its survey of newspaper handling of radio news, BROADCASTING mailed questionnaires, prepared by research experts, to all 1,546 daily newspapers in the U. S.; 20.7% of the papers completed the forms and returned them.

A breakdown of this sample indicates that its distribution approximates that of all dailies in the country and that it constitutes a fairly representative cross-section of dailies according to city size and morning and evening editions.

To determine whether the 20.7% return represented an accurate sampling a validity check was made among the 90 papers published in cities of 50,000-100,000 population which failed to respond. Tear sheets of radio pages of these 90 papers were examined.

The validity check modified figures in the 50,000-100,000 population classification and suggested that newspapers employing radio editors are more apt to respond to questionnaires concerning radio news than those without such a staff member.

Questionnaire results showed 48.5% of the responding papers in the 50,000-100,000 classification carried fan or radio news columns; the tearsheet showed only 20.7% for non-responding papers.

The 50,000-100,000 group was selected for double check because the survey showed a volume of fan columns in this group out of proportion to the volume in papers located in cities of other sizes. In large cities, papers generally employ radio editors; in small cities they do not. It was believed that in other groups, reaction to the survey would not tend to be divided down the middle, as happened in the 50,000-100,000 population group.

RADIO EXECUTIVES CLUB of New York has issued a call for bowlers to form an REC team to join the city's Radio Bowling League. Club's pinmen last year came out fourth.

THREE-YEAR sponsorship of Guy Lombardo program over WHIO Dayton, Ohio, is provided under terms of contract which the band leader (seated, l) and George Schumacher (seated, r), owner of Master Sales (Lincoln-Mercury) in Dayton, are completing. Program is produced by Frederic W. Ziv Co., Cincinnati. Present as deal was closed were (standing, l to r): Harvey Young, WHIO commercial manager; Gene Rahn, Ziv account executive; John Walker, Master Sales general manager; Charles Gaines, executive producer of Lombardo show.

Powerful Crosley Video Outlet Plans Feb. Start

WHEN Crosley Broadcasting Corp's Cincinnati video station, WLWT, begins operations early next year from a new, high-elevation transmitter site in Clifton Heights, it will be the most powerful television outlet in the world, according to J. R. Duncan, acting director of television operations for Crosley. Station plans to go on the air commercially in February.

The WLWT transmitter is a standard 5-kw unit, which will be used in conjunction with a special extra-high-gain antenna built for Crosley by RCA, Mr. Duncan said. The antenna, plus its high elevation above average terrain, will give the Crosley outlet an equivalent of 49,000 watts, he added. Total height of tower and antenna will be 571 feet.

W8XCT, Crosley's experimental transmitter, which has been on the air since June 1947, will cease operations when WLWT begins broadcasting.

Three Join TBA

BROADCASTING Corp. of America, Riverside, Calif. (KPRO), holder of a video CP, has been accepted as a member of Television Broadcasters Assn., at whose sessions it will be represented by W. L. Gleeson, president. Two advertising agencies, Foote, Cone & Belding and McCann-Erickson, have also become TBA members, and will be represented by Ralph B. Austrian and Lee Cooley, their television directors, respectively.

HEARING SET ON WDZ SHIFT APPLICATION

WDZ Tuscola, Ill.'s application to move to Decatur was set for further hearing by FCC last week to determine whether its policies for operation in the new location "have been designed to serve the community of Tuscola and its environs in the public interest."

The Commission referred particularly to "policies pertaining to programming, personnel and commercial practices." Hearing was set for Dec. 11 at Tuscola.

The station, a daytimer on 1050 kc with 1 kw, has been seeking to move to Decatur since March 1946. Original hearing on the application was held Feb. 19, 1947. The call for further hearing apparently was prompted by a protest filed by the Tuscola Assn. of Commerce.

Tuscola, a town of approximately 3,000 population, has no other station while Decatur, with a population of around 60,000, has one. WDZ spokesmen said the station, if allowed to move to Decatur, would continue to provide the same service to Tuscola that it now offers.

REKOKUT

MODEL T-12

12 INCH

Dual Speed

TURNTABLE

For Professional Performance at Home

Construction, and quality are equal to our Model "G" Transcription Turntable which has received such amazing acceptance in the broadcasting and wired music field.

TURNTABLE	Lathe turned and balanced. Made of laboratory tested Aluminum Alloy casting.
TURNTABLE SHAFT	Hardened and ground to a micro finish and lapped into the bearing for a precise fit.
CHASSIS — FLUSH MOUNT	Aluminum, ribbed L beam type rectangular dimensions easily fitted into a cut out panel.
IDLERS	Made of special Neoprene formula which gives maximum traction.
MOTOR	Constant speed fitted with the REK-O-KUT exclusively designed Formica motor pulley.
MAINTENANCE	Minimum attention required due to self oiling features.
DIMENSIONS	Overall 15 x 12⅜; for Motor Board cut out length 11¼ x 9 width.
WEIGHT	14 lbs.

PRICE

$79.50

NET

Write for literature on this and other REK-O-KUT Products

REK-O-KUT COMPANY

38-01 QUEENS BLVD.
LONG ISLAND CITY 1, N. Y.

Export Division
MOPHAN EXPORTING CORPORATION
458 BROADWAY, NEW YORK, N. Y.

WBAL Hearing to Go Into December

Third Week to Commence Today With Lengthy Sessions Probable

HOPES of completion by month's end of the FCC hearing of the WBAL Baltimore renewal application and the competitive Pearson-Allen bid disappeared last week as Comr. Rosel H. Hyde, presiding officer, ordered recess on Friday to Nov. 25. Hopes for a reasonably short hearing also diminished as it developed that both applicants may bring in virtual parades of witnesses to substantiate letters and other evidence for the record.

The recess is occasioned by Comr. Hyde's participation in FCC's television share-channel proceeding beginning today (Nov. 17) and expected to continue several days this week (see story this issue). On Friday WBAL and FCC counsel are to appear before the Court of Appeals for the District of Columbia to argue the station's appeal of a District Court judge's dismissal of complaint against the FCC and its Blue Book [BROADCASTING, Nov. 10]. The WBAL hearing at FCC has recessed on Thursdays to permit Comr. Hyde to attend regular meetings of the Commission.

Cross - examination of WBAL Program Director John J. Dickman, seeking out Mr. Dickman's views of a station's minimum public service responsibility in light of Blue Book data on WBAL's past performance, filled last Monday's meeting. Mr. Dickman had appeared the previous Friday to give detailed account of WBAL programs, special events and program policy with emphasis on public service activites.

Meeting last week only on Monday, Wednesday and Friday, the proceeding also included direct testimony by Harold C. Burke, WBAL manager, who reviewed station organization, policy and operation.

E. M. Stoer, vice president of Hearst Radio Inc., is to take the stand later and describe overall Hearst radio policies and plans and their relation to WBAL.

History of Case

The FCC hearing involves WBAL's application for license renewal for the period May 1, 1945, to May 1, 1948, and the competitive request of Public Service Radio Corp. for the WBAL clear channel facilities of 50 kw fulltime on 1090 kc. Cited in the Blue Book as an "example" of overcommercialization, WBAL has contended these charges must be cleared before deciding the present case.

John E. McCoy is representing FCC as counsel in the proceeding.

Monday's session opened with final direct examination of Mr. Dickman by William Dempsey, WBAL counsel, on the make-up of the WBAL advisory council for public service programs. He explained that the council was a representative community group and had been organized in early 1946.

Leonard Marks, Pearson-Allen counsel, opened cross-examination with questions concerning the program director's duties and the time he spends on both commercial and sustaining programs. Mr. Dickman indicated he spent more time on sustaining programs since more detail was involved for the station on that type of show.

Public Service Spots

Turning to solicitation of Mr. Dickman's views on public service, Mr. Marks asked if public service spot announcements have value and whether the time of day they were broadcast had any relation to that value. Mr. Dickman answered that such spots "certainly do" have value and explained public service announcements should be aired at various times in the day in order to reach all people.

To direct questioning Mr. Dickman testified that a station should broadcast a minimum of 50 to 75 public service spots per week. Mr. Marks, following up with obvious reference to Blue Book data on WBAL's past record, asked if six or eight such announcements per week would be adequate. Mr. Dickman replied, "I don't think so," and later reminded that the record does not include public service material within various programs.

Regarding WBAL's program policy dated May 1, 1947, Mr. Marks questioned Mr. Dickman whether this was a "new" policy. The program director answered that he did not know. He replied similarly to a question concerning the "no double spotting" rule of the May 1, 1947, policy and the possible existence of a similar rule when Mr. Dickman had returned to WBAL in September 1945. Asked what specific differences he did see in the "new" policy, Mr. Dickman listed bans on commercial religious shows and on beer or liquor advertising.

Burke Testimony

Mr. Burke took the stand late Monday and his direct testimony ran through the complete Wednesday session and into Friday.

Extensive and at first futile efforts to secure improved quarters for the new operation were related by Mr. Burke. He said some 50 to 75 places were surveyed in downtown Baltimore to no avail and the search then was eased because of the war. Late in 1944 talk was started with the Baltimore Storage Co. which resulted in lease and construction of WBAL's present modernistic radio-television center, Mr. Burke said. The new quarters were taken last June. Some work is still unfinished, he said.

On Wednesday Mr. Burke presented and discussed a large composite exhibit on the station's organization, its facilities, personnel, general public service activities, etc. Discussing sections devoted to special full-day public service promotional efforts such as WBAL Army Day and Navy Day, Mr. Burke stated he was proud to claim for the station the origination of such activity, which he said was employed later throughout the country in war bond promotion and like activity.

Mr. Burke

Mr. Burke also related details of WBAL's public service efforts following Pearl Harbor, installation of private lines to key defense centers and nomination by the Eastern Defense Command and the First Army command for 24-hour operation as key station in the area.

CHATTANOOGA famous

FOR 22 YEARS!

★ ★ ★ ★ ★ ★ ★ ★ ★

CBS

5,000 WATTS DAY AND NIGHT

★ ★ first IN ★ ★ ★ ★

ADVERTISING

LISTENER ACCEPTANCE

PUBLIC SERVICE

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

WDOD

NATIONAL REPRESENTATIVE

PAUL H. RAYMER

Hearing Examiner Requirements Set

HEARING EXAMINERS in the FCC and other government agencies must have had at least six years of "special" experience to get top-ranking, top-paying ratings, according to basic qualifications established and being circulated by Civil Service Commission.

Base pay ranges from $4,902 annually for those qualifying for P-4 ratings to $9,975 for those graded P-8. But P-5 ($5,905) has been established as minimum grade for FCC examiners, and all of the nine now serving are P-5 or P-6 ($7,102). Those with Civil Service status will be given absolute appointments if their applications show they meet minimum standards. Those without status (there reportedly are two) must display qualifications sufficient to put them at the top of CSC's examiner register before getting absolute appointments.

Minimum experience requirements for P-7 and P-8 are six years of special experience; for P-6, five years of special and one of general; for P-5, four of special and two of general. FCC's present examiners, all named last summer subject to their meeting the standards when announced, are expected to submit their applications by about Dec. 1.

Special experience includes that obtained as a judge, master or referee of a court of record; as a member or employe of a Governmental regulatory body who conducted or had a responsible part in the conduct of formal hearings, or as one who has had responsibility for preparing or presenting cases before a Government regulatory body or a court. General experience includes "progressively responsible experience obtained through legal practice or technical work performed in a field appropriate to the field in which hearings are conducted . . ."

TV RECORDS SENATE FOREIGN SESSIONS

TELEVISION history was made in Washington last week as proceedings of the Senate Foreign Relations Committee were telecast from the committee caucus room.

Permission to telecast proceedings, at which Secretary of State George C. Marshall and others testified, was obtained from Chairman Arthur H. Vandenberg (R-Mich.) by Burke Crotty, WMAL-TV television director, and Bryson Rash, WMAL special features director and ABC Presidential announcer.

WMAL-TV found the power supply was not constant, so it moved in a gasoline power unit. Mr. Rash handled commentary during committee sessions, with Mr. Crotty in charge of production. The speech and camera feed were offered to WNBW, NBC Washington outlet, and WTTG, DuMont station.

Telecast of a highway safety film produced for television stations by ABC was viewed last Monday at the White House by President Truman and members of the Inter-Industry Highway Safety Committee. WMAL-TV fed the program to two projection receivers. The President commended the telecast, with praise for Mr. Rash and Mr. Crotty.

Bob Burns Will Record 52 Shows, Agency Says

BOB BURNS and his Arkansas "kinfolk" will come to life in a series of 52 half-hour recorded shows, designed for independent and chain radio stations on a local sponsorship basis, Star Transcriptions, New York, announced last week.

The open-end transcriptions will be produced in Hollywood under the personal supervision of the star, with the initial demonstration show to be ready before Dec. 1. Release is scheduled for early 1948 by Star Transcriptions, although definite starting dates will not be set until clarification on rulings has been made by the Federated Musicians of America.

The company, formed about three months ago by Stanley Wolf, Roy Wilson and Cal Swanson, is temporarily located at 10 E. 44th St., New York.

BIG ORDER
WTVO Contracts for Equipment From GE

MR. STORER (center) affixes his signature, as Messrs. Elvin (l) and Walker approve.

* * *

PURCHASE of over $280,000 worth of television broadcast equipment by Fort Industry Co., Detroit, was announced last week by George Storer, company president. The order, placed with General Electric Co., is believed to be the largest for television equipment placed by a single station wih one manufacurer. It is to be used for the erection of WTVO, video station of WJBK and WJBK-FM Detroit. WTVO will operate on Channel 2.

Sale was transacted by F. Robert Walker, district representative of GE electronics department. Ralph G. Elvin, managing director of WJBK and WJBK-FM, will be WTVO manager.

Fort Industry Co. operates seven AM stations, six FM, and has construction permits for two TV stations to date.

Whiteman Renewal

WESSON OIL & Snowdrift Sales Co. Inc., New Orleans, one of the four original sponsors of ABC's *Paul Whiteman Club*, has renewed its contract for the five times weekly show. Effective Dec. 8, the contract runs through March 16. Other original clients whose contracts have not expired are National Biscuit Co., New York; Nestle's Milk Prod. Inc., New York, and R. J. Reynolds Tobacco Co., Winston-Salem. Each company sponsors a quarter of the full hour show, heard from 3:30-4:30 p.m. over ABC. Agency is Kenyon & Eckhardt Inc., New York.

KSFO SAN FRANCISCO
560
MUSIC MOVES MERCHANDISE

Top-name advertisers are cashing-in on KSFO's planned music because it pays off . . . moves merchandise. Ask your Bolling Company representative.

Wesley I. Dumm, President
Philip G. Lasky, Vice-President

1948 Radio Week Expansion Planned

RMA's Advertising Committee Holds Chicago Meeting

EXPANSION of promotion plans for 1948 National Radio Week was advocated last week by members of the RMA Advertising Committee meeting in a one-day session Nov. 12 at the Stevens Hotel in Chicago. The committee met not only to discuss plans for next year but also to review its recent Third Annual Radio Week campaign, as well as the "Radio in Every Room" drive.

Basis for renewal of Radio Week was the recommendation of the Fred Eldean Organization, New York, which urged, in its presentation of material to the committee, a "continuation and expansion" of the complete program. After the discussion, Stanley H. Manson, Stromberg-Carlson, committee chairman, appointed a special subcommittee, headed by Victor Irvine, Motorola, to draft an explorative promotional program for 1948 with recommendations. Results will be submitted at the next meeting scheduled for Dec. 5 in New York.

The committee also disclosed that it was launching what it called a "saturation campaign" in a test area, tentatively Hartford, Conn., where program would call for intensification of "Radio in Every Room" theme among radio dealers and distributors. Plan would eventually be extended to other cities on a similar basis.

Will Stress Video

Mr. Manson stated that the 1948 program would take special cognizance of the rôle of television in its promotion plans for dealers. He indicated that this recognition lay in the belief that the medium had proved itself "acceptable" to the public. While the subject of FM had been discussed relative to figures on the manufacture of sets, he added, no such equal recognition in RMA's 1948 plans had been acknowledged.

It was also recommended that National Radio Week be conducted earlier next year, preferably the first of October, to coincide with the advent of new fall radio shows and also to avoid a conflict of interest with the presidential election.

W. B. McGill, advertising director of Westinghouse Radio Stations Inc., and chairman of the special RMA Radio Week committee, reviewed for RMA members the results of that campaign, which was described as "highly successful." He also commended various organizations, notably the NAB and the National Retail Dry Goods Assn., and broadcasters and dealers in general, for their cooperation on behalf of the campaign.

KLZ Denver, for its farm department promotion and for publicity in connection with its "Farm Reporter" program, has been awarded first place in the Denver Adv. Club's radio promotion contest for October. KLZ is a three-time winner of the club's ad-of-the-year.

Excess Insurance Covering
LIBEL and SLANDER

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Write us for full details and quotations—or have your Broker do so.

EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

CANADA'S FOURTH MARKET
WINNIPEG
A "MUST" BUY
CKRC
630 KC. NOW 5000 WATTS
REPRESENTATIVE: WEED & CO.

IN EASTERN NORTH CAROLINA
YOUR ABC's ARE...

WRRF • WRRZ
5000 WATTS 930 KC
WASHINGTON, N. C.
1000 WATTS 880 KC
CLINTON, N. C.

Eastern North Carolina is the "as good as gold" market, where last year's bright leaf tobacco crop alone sold for $245,459,006. This rich 31-county market is the primary daytime listening area of WRRF and WRRZ.

In addition to reaching the 922,353 persons living in this prosperous market, there is a large "bonus" audience in the secondary area. For speedy results in the "as good as gold" market, use WRRF, Washington, N. C., and WRRZ, Clinton, N. C.

TAR HEEL BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
NEW YORK • CHICAGO • LOS ANGELES

Radio Wage

(Continued from page 18)

each and every radio union of the fundamental economic trends underlying FM and television development will actually increase, not reduce, total industry employment and wage incomes for musicians, technicians, announcers and other station personnel."

Going into talent and operational costs, which must be paid by the sponsor, the analysis says, "We have now reached the marginal point where higher time and talent costs will result in decreased program sales to sponsors or the creation of program structures utilizing fewer persons. There never was a time, and never will be a time, when workers and management could have more real income by producing less. Only as we expand the total produced income of a given team of workers can we increase the waves of each and every worker who comprises that team."

Flexibility Need Cited

Both management and unions must accept the principle of flexible operations, especially among small and medium-sized stations, according to the study, which points out that "certain radio unions in their individual effort to 'make jobs' for their present crop of members have destroyed flexibility and have frozen job opportunities." Otherwise failures among small market stations will close the door to the future supply of skilled broadcast personnel, it is noted. "Not a few top officials of radio unions are sympathetic to the need for full productivity and efficiency," the analysis adds.

Among benefits of broadcast employment cited by the study are extreme liberality in development of profit-sharing, bonus and employe benefit plans. NAB found in a recent study covering 461 stations that:

44.9%	**had hospitalization insurance**
38.8%	**had life insurance**
34.1%	**had profit-sharing bonus**
26.2%	**had medical service benefit**
23.9%	**had cash sickness plan**
13.7%	**had permanent disability**
9.1%	**had retirement plan**
1.3%	**had other types of benefits**
37.1%	**had no plans**

Few industries have the degree of close human relationship found in broadcast stations, according to the study and employes generally have full opportunity "to iron out their gripes." Pink slips are seldom given station employes, discharges usually being the result of repeated and flagrant abuses or inefficiency, it is stated, with the discharge rate being "just about the lowest to be found in any American industry."

Other Good Points

Other advantages cited include high degree of labor harmony, with only about 80 employes affected by strikes throughout the industry in the first six months of 1947; nearly $1,000,000 paid out in bonuses, with average of over $4,000 per station; physical surroundings and working conditions equal to the best in American business.

Collective bargaining, to work effectively, must be a "two-way street," the analysis says, "with the traffic rules applying equally to all parties who travel that way. Although some legislative rules are necessary, sound industrial relations depend upon the ability of individual management and labor leaders to work out mutually satisfactory agreements and to find ways of 'living' under these agreements."

Ferdinand von Madaler

FERDINAND von MADALER, 74, credited with inventing the first diamond-point recorder in 1899, died suddenly at his home in Los Angeles Nov. 9. Born in Austria, Mr. von Madaler came to the United States in 1914. He had served as consulting engineer for Bell Laboratories, General Electric Co. and Columbia Phonograph Co. Surviving him are his wife, Mrs. Katherine A. von Madaler, a son, Arthur D., and a daughter, Mrs. Louis Baumbusch.

APPROXIMATELY 125 representatives of Swift & Co., Chicago, were guests of NBC Central Div. Nov. 8 when firm began sponsorship of "Meet the Meeks" on that network. Representatives heard talks by members of division's network sales, advertising and promotion staffs before attending broadcast.

WRBL
COLUMBUS • GEORGIA
NOW 5000 WATTS Day and Night
More *POWER-ful* than ever!
NATIONALLY REPRESENTED BY
GEORGE P. HOLLINGBERY CO. ATLANTA, GA.

NBC Hires Youth Group To Study Juvenile Shows

SALES potentialities of juvenile radio programs will be studied by the Gilbert Youth Research Organization, a group recently engaged by NBC. Hugh M. Beville Jr., NBC director of research, has announced that the contract is exclusive with NBC in the field of network broadcasting.

Popularity and effectiveness of NBC's Saturday morning programs will first be tested by the organization, headed by 21-year-old Eugene Gilbert, after which the survey will be extended to other programs. The research project, pointed toward enlarging the network's youth audience, is an outgrowth of a 16-page comic book produced recently by NBC's advertising and promotion department to familiarize young people with the advantages to radio listeners of the American system of broadcasting. Almost 2,000,000 copies of the book, entitled *On the Air* are being circulated. Mr. Gilbert, who joined the company three years ago, will use 1,200 young people throughout the country to ferret out the facts, through interviews with youths of all ages.

LISTENING HABITS of juvenile radio audiences will come under careful scrutiny of the researchers as Hugh M. Beville Jr. (seated), NBC director of research, completes arrangements with 21-year-old Eugene Gilbert, who heads his own organization specializing in research among teen-agers. Initial study of the Gilbert Youth Research Organization will be to test popularity and effectiveness of NBC's Saturday morning show.

PETRILLO ON PAN

Press Jumps AFM Head For Latest Action

(Also see They Say, page 78)

EDITORIAL sentiment throughout the nation continued hostile toward J. Caesar Petrillo last week. The announcement by Dan Golenpaul, *Information Please* director, that he had filed a complaint against Petrillo with the NLRB, charging violation of the Taft-Hartley law (see page 103), was the occasion for strong editorial comment.

The New York Times spoke out in favor of the co-operative program idea, declaring that Mr. Petrillo has "overlooked the whole appeal of the 'co-op' program in radio; for several individual concerns to do collectively what they could not afford to do individually."

Mr. Golenpaul's action, in the opinion of the *New York Herald Tribune*, is " . . . a test of Petrillo's long-exercised tyranny over the radio industry." The *Washington* (D.C.) *Daily News* is outspoken in its criticism of the union leader, declaring that, ". . . at least a little more has been added to the country's stock of interesting, if not pleasing, information about what union bosses think they are privileged to do with their power."

Increase for 'Voice'

(Continued from page 20)

and purposes of United States aid.

Another Republican, Sen. Bourke B. Hickenlooper of Iowa, forcefully recommended expanding the program so that the people who get help under the Marshall Plan will know where it comes from. He said the government-controlled radio of some European countries is actually attacking the U. S. instead of letting their people know we are trying to help.

Secretary Marshall agreed that facilities for the "Voice" should be increased by this Congress, during hearings before the Senate Foreign Relations Committee. However, to a suggestion by Senator Hickenlooper that emergency aid to France, Italy and Austria should be given on condition that government radios in those countries be required to inform the people of the source of the aid, the Secretary warned against creating "resentment" in the receiver nations and emphasized that the U. S. should not "poison the gift."

To this Senator Hickenlooper replied that the gifts had already been poisoned through anti-American propaganda.

Ladies' Day

IN HONOR of the NAB's Assn. of Women Broadcasters which held its Second Annual Conference of the 13th District this week-end in San Antonio, Nov. 15 was proclaimed as "Women Broadcasters' Day" in Texas by Beauford Jester, the state's governor. In setting aside the day, Governor Jester said, "I call upon all our citizens to recognize the service and contributions of radio women to the American way of life and the American system of broadcasting."

FCC Upholds Abilene Order; Refuses Evansville Petition

FCC MADE IT PLAIN in two decisions last week that applications may not be amended to any material extent after the proposed decision in the case has been issued, except for "compelling reasons."

It made it equally plain—once again—that in competitive proceedings a network official's stock ownership in one of the applicant companies may be considered adversely to that company.

Those policy rulings were stressed in two cases:

(1) In an opinion and order in which the Commission refused to reconsider its grant to WJPS Inc. in the WJPS-Tri State Broadcasting Corp. rivalry for 1330 kc at Evansville, Ind., [BROADCASTING, Aug. 4], and also refusing to permit Tri-State to amend to show that ABC Vice President Robert H. Hinckley had withdrawn from the company;

(2) In a proposed decision and order upholding FCC's original proposal to grant Citizens Broadcasting Co.'s application for 1340 kc with 250 w at Abilene, Tex., [BROADCASTING, April 7], and rejecting the petition of Abilene Broadcasting Co., given a proposed denial in its application for the same facilities, for permission to amend to show that Gene L. Cagle, president and general manager of Texas State Network, is no longer in the company.

With respect to amendments, the Commission said in the Evansville case and repeated in the Abilene decision:

> **It is clear that in the absence of compelling reasons, the Commission cannot entertain material amendments to applications which are filed after the Commission has issued its proposed decisions concerning the applications involved. This is particularly so in competitive cases, wherein the Commission, in making the required comparisons between the competing applicants, has pointed to defects in the plans or proposals of one of the applicants and has resolved the case unfavorably to that applicant. In order best to conduce to the ends of justice and the proper dispatch of the Commission's business, we must expect and require that applicants adhere to the plans and proposals which they have made and prosecuted in the first instance.**

Concerning a network official's ownership of stock in a station, and referring to Tri-State claims (before he withdrew from the company) that Mr. Hinckley would not participate in any conflict of interest that might develop if Tri-State became affiliated with ABC, the Commission declared:

> **Although the Commission is concerned with the divided loyalty that might arise where an official of a network is a stockholder in an affiliated station . . . the Commission is also apprehensive over a network official owning an interest in a broadcast station for the additional reason that stations operating in or proposed for the same community would be at a competitive disadvantage in attempting to secure or retain affiliation with the network in question.**

FCC reiterated, however, that its "apprehension" over a network official's ownership in a station did not mean that "such a situation" meant "absolute disqualification," but rather "that the matter should be dealt with by general rule." It was pointed out that in the case in which the "apprehension" was first expressed, Mr. Hinckley was a stockholder in Wabash Valley Broadcasting Corp. which received a grant (WTHI Terre Haute, Ind.)

No Competitors Noted

But, the Commission noted, in that case there were no competing applicants, and FCC "did not decide or announce any policy to the effect that weight would not be given in a competitive proceeding to such a consideration."

As between WJPS and Tri-State, however, FCC said it would have preferred the former even if none of Tri-State's stockholders had been a network official.

In the Abilene case, Mr. Cagle was a 30% stockholder in a company applying for a station in a town where the only other outlet was affiliated with Texas State Network. FCC said "it is apparent" that Mr. Cagle would be "in a position of having obligations both to the network and to the station for which application is being made, although the interests of the network and the station might well be opposed."

Double Duty

THE NIGHT after KICD Spencer, Iowa, carried a special program asking donations for a carload of Iowa corn to be added to the "Friendship Train," a Milwaukee freight train came to a stop directly across the highway from KICD. Engineer, fireman and three crewman entered the station, each with currency for the fund. "We want to help," a trainman said. The five hurried back to their posts and the train went on its way. The same crew will handle the car of corn when it joins the "Friendship Train."

Comr. Robert F. Jones did not participate in either the Abilene or the Evansville decision. Then-Chairman Charles R. Denny and Comr. E. K. Jett, who voted for a grant to Tri-State in the final decision in the Evansville case, continued to favor that applicant over WJPS Inc. Both decisions were adopted before Mr. Denny left the Commission—in the Evansville case on Oct. 21, and in the Abilene case on Oct. 23.

WJPS Inc., whose grant was for 1330 kc with 5 kw day and 1 kw night, is owned by Robert S. Davis and J. Porter Smith, WGRC Louisville stockholders, and Jesse L. Kennard, oil producer.

Citizens Broadcasting, winner of the proposed decision for 1340 kc with 250 w at Abilene, is headed by W. P. Wright, minority stockholder of KRIG Odessa, Tex., who also has 20% interest. Other owners: O. D. Dillingham, E. P. Mead and J. R. Yonge, Abilene business men, 20% each; and E. L. Thornton and his son, Eugene Thornton, both Abilene business men, 10% each.

RCA Promotes West

Mr. West

JOHN K. WEST, who has served RCA-Victor in various cities and capacities since 1930, has been elected vice president in charge of public relations for RCA-Victor Div., it was announced last week by Frank M. Folsom, executive vice president of RCA. Mr. West, previously director of public relations of the division, was responsible for creation and development of RCA Exhibition Hall in Radio City, New York, of which he is manager. Sunday radio show sponsored by RCA-Victor over NBC also was established by Mr. West.

Showmanship
— in Programming
— in Merchandising
— in Promotion
That's what keeps listeners tuned in
—and keeps KDYL advertisers happy!

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative
JOHN BLAIR & CO.

ONE GETS YOU FOUR ON WBNX

It takes four—the four audiences guaranteed by WBNX — English, Yiddish, German, Italian — to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of *all* listeners . . . reaches all the people you want to sell in this multi-language area.

ENGLISH
Entire English Speaking Population
YIDDISH
2,350,000 Jewish Speaking Persons
GERMAN
1,236,000 German Speaking Persons
ITALIAN
2,103,737 Italian Speaking Persons

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

Boston to Washington Coaxial Opened

Television Relay Now Expands Networking Over 500 Miles

TELEVISION network service, for the past year and a half available between New York and Washington via the coaxial cable, was extended for a like distance north of New York last Thursday when American Telephone & Telegraph Co. formally inaugurated its radio relay system between New York and Boston. Program, marking the transfer of control of the relay from Bell Telephone Labs to AT&T Long Lines Dept. for experimental operation, included both telephone conversations and a television program with pickups from Boston, New York and Washington.

The combined coaxial cable-radio relay, Washington-Boston network was described by Frank P. Lawrence, AT&T vice president in charge of long lines, as "about 500 miles long and the longest television network to date, making it possible to bring television programs to a potential viewing audience of about 25,000,000 people. This is, I believe, the largest population group so far brought within the range of network television."

On All TV Stations

The television program, for which AT&T purchased time on all the video stations now operating in the eastern U. S.—WABD, WCBS-TV, WNBT New York; WPTZ, WFIL-TV Philadelphia; WMAR Baltimore; WMAL-TV, WNBW, WTTG Washington; WRGB Schenectady—opened with greetings from Walter S. Gifford, AT&T president, and included brief talks by telephone officials in New York, Boston and Washington, with outdoor pickups in the last two cities. Acting FCC Chairman Paul A. Walker, also participated from Washington, congratulating AT&T on its accomplishment which he hailed as "an important occasion and an excellent example of the ability of American communications to push forward and improve their service to the public."

The new radio relay system was explained by Dr. Ralph Bown, director of research at Bell Labs, as comprising eight jumps ranging from 11 to 35 miles and averaging 27.5 miles in covering the 220-mile distance from New York to Boston. Repeater stations, located on mountain or hilltops get the best line-of-sight transmission, pick up the signals and retransmit them through lens antennas which focus the signal into sharp beam 10,000 times more powerful than an unfocussed signal. Each repeater station is equipped with four antennas, two for receiving, two for transmitting, providing two two-way circuits which the phone company plans to use as one operating and one spare circuit.

System employes waves about three inches long, Dr. Bown said, or 7½ centimeters, vibrating at a frequency of four billion times a second, compared to 4,000 vibrations for a voice wave or 4,000,000 for a television wave. Pointing out that a lot of telephone and television channels could be combined without using all the frequency available, he said: "Actually the band designated by the FCC for radio relaying in this frequency range contains about half a billion cycles (3700-4200 mc) and we think this gives room enough for at least six two-way broadband channels on a route. Each of these can be made wide enough for color television if desired."

Cost $2,000,000

The relay cost about $2,000,000 to build, an AT&T spokesman reported, pointing out that this was of course an experimental project and that when other relays of this sort are built the cost may well be lower. This figure is so near to the cost of coaxial cable installation, however, that from a pure installation cost basis there would seem little choice between the two types of carrier, he said.

AT&T is currently extending its coaxial route, which is expected to total 12,000 miles by 1950.

The Bell System also expects to complete a new radio relay connecting New York and Chicago via Philadelphia in 1949. It was emphasized that the company is not trying to push either coaxial cable or radio relay as the final answer to video networking, but that both will be tested fully. "Present indications are that both systems will have an important place among Bell System communications facilities, the use of one or the other being determined by particular traffic needs and particular geographical conditions."

1922
MARCH
1947
25TH YEAR
KGW
QUARTER CENTURY OF COMMUNITY SERVICE

KIOX Launched as MBS Outlet in Bay City, Tex.

KIOX, new 1-kw MBS affiliate in Bay City, Tex., had its formal opening last Monday (Nov. 10) in conjunction with the area's annual Rice Festival.

Mr. Long

KIOX is licensed to the Bay City Broadcasting Co., owned by J. G. Long and Harry J. Reading of Bay City, and Travis C. Dodd of Van Vleck. Mr. Long, who owns some 70 theatres throughout Texas, is also managing director of Long Radio Enterprises, which operates KVIC Victoria, KSAM Huntsville, KTLW Texas City and KNET Palestine. Construction cost of KIOX was estimated at about $200,000.

Other officials and staff members include Verne V. Trembley, formerly with WKBW Buffalo, WJR, WWJ, and WXYZ Detroit, and CKLW Windsor, executive secretary to Mr. Long and general manager of Long Radio Enterprises; Royce A. Collier, previously with KCRS Midland, Tex., and KSRO Santa Rosa, Calif., resident manager; George S. Lanham, former director of network shows, commercial manager; Frank B. Wood, formerly with KBIX Muskogee, Okla., and KSAM, chief engineer; Mrs. Olgie Premont, formerly with WOAI San Antonio and KEYS Corpus Christi, program director; Robert C. Premont, formerly with KXYZ Houston, KTSA and WOAI San Antonio, chief announcer; Joseph Zimmerman, former network announcer and producer, production manager; Harold Ewing, formerly at KSAM, continuity supervisor; Glenn R. Ellis, supervising engineer; Roy C. Nichols, James Traber and Refugio D. Zappata, announcers, and Clifton O. Wilson, engineer.

JOE DOSH, disc m.c. at WINX Washington, has been chosen by Washington Junior Board of Commerce as "outstanding young Washington personality." At same time, his "Joe Dosh Show," heard on WINX Mon.-Fri. 2-4 p.m. and 8:30-10 p.m., was endorsed by the Board as outstanding local radio show.

NORTH CAROLINA'S governor, R. Gregg Cherry (r), and one of its U. S. senators, Clyde R. Hoey (center), were on hand to participate in official opening of WCEC and WCEC-FM Rocky Mount, N. C., owned by Josh L. Horne (l). WCEC is a 1-kw daytime outlet on 810 kc. WCEC-FM is on 100.7 mc (Channel 264). The dedicatory ceremonies were held Nov. 2.

Upcoming

Nov. 24-27: Canadian Broadcasting Corp. Board of Governors meeting, Ottawa.

Nov. 30: Nat'l. Assn. of Radio Farm Directors banquet, Stevens Hotel, Chicago.

Dec. 6: Florida Assn. of Broadcasters meeting, Soreno Hotel, St. Petersburg.

Dec. 8: General Mobile Hearing, FCC Hdqrs., Washington.

Usage by Public Utilities Of Radio Is Increasing

PUBLIC utilities are increasing their use of the broadcast medium, according to an analysis of 1946 advertising expenditures made by the Public Utilities Advertising Assn. Studying 18 types of advertising expenditures, the association found that among 77 companies, 35.7% of the total goes to newspapers; 12.5% to salaries of personnel; 9.1% to radio; 9.5% to association advertising; 7.7% to billboards and posters.

The National Assn. of Electric Companies, in studying 1947 advertising by electric utilities, has notified NAB that 56.4% of its members' advertising budgets goes to radio, with the rest in magazines.

IF YOUR RADIO DRAMATIZATION NEEDS SOUND EFFECTS

USE
MAJOR
SOUND EFFECT
RECORDS

- All 10-inch Double-face, Lateral Cut, 78 R.P.M.
- Recorded from Life on Film, then Waxed
- Quick-Cued Wherever Advantageous
- Playable on any Phonograph or Turntable

SEND FOR FREE CATALOGUE TODAY

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VALENTINO, Inc.
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1600 BROADWAY
NEW YORK, N. Y.

CANADIAN DISTRIBUTOR
Instantaneous Recording Service
56-58 Wellington St. E.
Toronto, Ont., Can.

A Different Byron

WHEN is a champ not a champ? Although Harmon Stevens, vice president of American Telecasting Corp., Hollywood, recently won Los Angeles Advertising Club's 1947 handicap golf title, he wasn't about ready to play the likes of Byron Nelson in tournament sponsored by Southern California Broadcasters Assn. After frantic inquiry he found his partner, though named after the top golfer, was in reality ABC Hollywood account executive.

WINX Synchronizing Link On 936 mc Is Authorized

GRANTS for two booster stations and a developmental FM station to link them with the main transmitter by operations on 936 mc were issued by FCC last week to WINX Washington.

Commission engineering authorities said it was probably the first grant under which 936 mc would be used for the synchronizing link between boosters and main transmitters, although frequencies in that area are to be used for such operations.

FCC made it plain that the synchronous amplifiers were authorized "upon an experimental basis only, in conjunction with the developmental broadcast station" and subject to cancellation without notice, and that the grants do not imply any easing of present FCC policy of keeping applications for booster stations in the pending files until overall policy on the question has been formulated [BROADCASTING, March 3]. WINX is on 1340 kc with 250 w fulltime. The developmental FM station link will operate with 20 w maximum power.

WEEK-DAY sign-on time has been set back to 5:15 a.m. by WOAI San Antonio, in order to give early risers an extra half-hour of music, hymns and time and weather reports. Half-hour of pre-dawn time from 5:25 to 5:55 has been purchased by Consolidated Drug Co.

'REMARKABLE' YOU'LL SAY

Yep—WAIR does something to sales managers and time buyers. It's one of those rare stations that has the rare ability to sell merchandise quickly and in profitable volume. Better buy WAIR!

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

TV Channel One Fate Rests In FCC Hearing This Week

WITH SOME 36 participants already slated, hearing on FCC's proposal to delete television channel No. 1 and assign it to nonbroadcast services opens this morning (Monday) before the Commission *en banc*.

FCC authorities expected that "three or four days" would be needed to complete the hearing, which gives promise of developing into a sharp battle between broadcast and nonbroadcast services, with side disputes between FM and television interests.

Subject of the hearing is FCC's plan to reallocate the 44-50 mc band, now television channel 1, for use by non broadcast services such as police, fire, highway maintenance, special emergency, forestry conservations, and transit utility radio, which now share video channels [BROADCASTING, Aug. 18]. The sharing system, generally conceded to cause too much interference to be practical, would then be eliminated except on Channels 7 and 8.

Claim Insufficiency

Representatives of the nonbroadcast services argue that their allocations are insufficient for the scope of their activities and therefore should be increased, while television and FM interests contend that their own respective services should be given more spectrum space.

Television Broadcasters Assn. has told FCC that video needs at least three additional channels; FM Assn. and other FM representatives, including inventor Edwin H. Armstrong, want the 44-50 mc band allocated for FM for use principally in relaying while NAB objects to FCC's proposal on grounds that FM as well as television would be hurt [BROADCASTING, Sept. 29, Oct. 13].

Plotkin for FCC

Deletion of Video Channel 1, if authorized, would reduce the number of television channels from 13 to 12, cut one channel off the availabilities in six cities, and affect allocations in 11 other areas, according to the plan worked out by FCC.

The hearing will be held in Conference Room B, adjacent to the Departmental Auditorium, 13th and Constitution Ave., N.W., Washington, beginning at 10 a.m. Harry M. Plotkin, assistant general counsel in charge of Litigation & Administration Division, and Lester W. Spillane, assistant general counsel in charge of Safety & Special Services Division, will participate as FCC counsel.

Following are participants in the hearing, listed in the order in which they will present testimony, as announced by FCC last Thursday:

AT&T; General Telephone Corp.; Assn. of American Railroads; American Automobile Assn.; American Taxicab Assn.; National Assn. of Taxicab Owners; National Bus Communications Inc.; American Radio Relay League; Aeronautical Radio Inc.; International Municipal Signal Assn.; Forestry Conservation Communications Assn.; State of California; State of Michigan; State of Vermont; County of Chautauqua (State of New York); Public Roads Administration; Pacific Logging Congress; Pacific Northwest Logging Assn.; Petroleum Industrial Electrical Assn.; Power Utilities Group of Radio Technical Planning Board; Utilities Radio Coordinating Commission of Texas; Fred M. Link Co.; Motorola Inc.; NAB; TBA; Philco Corp.; RCA; Allen B. DuMont Labs.; Zenith Radio Corp.; FMA; Edwin H. Armstrong; Capital Broadcasting Co., licensee of WBCA (FM) Schenectady; Trent Broadcasting Corp., licensee of WTTM Trenton, permittee of WTTM-FM, and applicant for television; WDEL Inc., licensee of WDEL Wilmington, Del., and permittee for FM and television; WABF (FM) New York; Yankee Network.

RWG Will Oppose FCC Policy Change

THE RADIO WRITERS GUILD will protest any revision of the FCC policy on editorializing on the air, it was indicated last week in New York. FCC will hold hearings on this issue in January.

Peter Lyon, retiring vice president of the RWG, in a biennial report to the eastern region membership, described the projected hearings as "of great importance to us all."

"It involves the question of continued freedom of the airways or —as the NAB would prefer—giving over to the individual station licensee the right to editorialize his own opinions with no further concern for 'the public interest'," Mr. Lyon said.

The Associated Broadcast Unions and Guilds, with which RWG is affiliated, "is considering sending spokesmen for the unions in the industry to Washington to make our attitude clear," Mr. Lyon reported.

In his biennial report, Mr. Lyon scored the House Un-American Activities Committee investigation of Hollywood and said that "now that we have the time, and now that we have the strength, we must demand of our guild and of our league (the Authors League) that they fight to the uttermost the shameful implications of this anti-intellectual and anti-cultural drive."

HEARING BROADCAST

WMPS Airs Part of Inquiry Into Memphis Housing

TESTIMONY of witnesses wire-recorded at a Congressional hearing conducted in Memphis on that city's housing situation was presented in a 24-minute broadcast Nov. 5 by WMPS Memphis. Station set up its wire recorder and microphones in the Federal District Court room at the U. S. Post Office Bldg. in Memphis, where the hearing was conducted.

The broadcast featured accounts of local witnesses, who were questioned by Congressman Hale Boggs (D-La.) and Congressman Albert Rains (D-Ala.) These two congressmen and Congressman Clifford Davis (D-Tenn.) were heard by WMPS listeners in an interview which also was recorded direct from the court room. Special Events Announcer Hal Benson handled the broadcasting duties for WMPS.

The station's efforts in presenting the court room broadcasts were praised by both Congressman Boggs and Congressman Rains, WMPS reported. Congressman Boggs said: "I'm glad that we're having this recording of these proceedings. Your station WMPS is doing a real service to your listeners because, after all, Congress tries to get the pulse of the people . . . and this is the best way I know that you can get public sentiment." Congressman Rains commented: "I want to compliment your radio station for giving this broadcast of the hearing to the people. We were glad to have you."

HAWAII'S FIRST STATION
KGU
NBC IN THE PACIFIC SINCE 1931
HONOLULU
Affiliated with THE HONOLULU ADVERTISER • Represented by THE KATZ AGENCY, INC.

Greeley Grant Favored With Denial for Denver

BASING its decision on the equitable-distribution provisions of the Communications Act, FCC proposed last week to grant the application of Meroco Broadcasting Co. for a new local station at Greeley, Colo., and to deny the mutually exclusive request of Gifford Phillips, broadcaster and publisher, for the same facilities at Denver.

Both Meroco and Mr. Griffith, who owns KGHF Pueblo and is editor and 90% owner of two weekly newspapers near Denver, are seeking new stations on 1450 kc with 250 w fulltime. The Commission concluded that Greeley, whose only radio outlet is a share-time operation, needs an additional station more than Denver, which has five fulltime stations and one share-time outlet.

Ownership of Meroco:

Elwood H. Meyer, asistant manager of KMYR Denver, which is controlled by his father and uncle, is president and owns 57-1/7%. C. D. Cosner of Denver and M. H. Ricketts of Greeley, both businessmen, own 14-2/7% each, while Carl H. Roath and George F. Rock, business and professional men, own 7-1/7% each.

CFRB Toronto recently aired special program for men at Canadian-United States new weather station on Cornwallis Island, 600 miles north of Arctic Circle. Following reports from weather station that CFRB is regularly listened to, CFRB arranged to have family members of weather station's staff at CFRB studios for interview and news from home program.

..BRINGING YOU
PRODUCTION NEWS
FROM AL
BUFFINGTON

Our Famous

"QUIZ OF 2 CITIES"

America's No. 1 Local Show Is Selling Rapidly Everywhere But There are A Few Markets Still Available. Write Today!

AL BUFFINGTON CO.

2104 North Charles St.
Baltimore 18, Md.

SHOWS GEARED FOR SELLING

DURING THE VISIT of Westinghouse stations (WBZ-WBZA Boston-Springfield) representatives to NBC Spot Sales Dept. in Chicago, Oliver Morton, department manager, gave a luncheon in their honor for a number of the city's advertising agency representatives. L to r around table: Louis E. Tilden, vice president, Sherman & Marquette; George Halleman, NBC Spot Sales; William McIlvain, timebuyer, Leo Burnett Co.; Margaret Wiley, timebuyer, J. Walter Thompson Co.; William C. Swartley, general manager of WBZ-WBZA; George Creech and Robert Flanigan, NBC Spot Sales; Mr. Morton; Robert Ewing, NBC Spot Sales; J. James Neale, radio director, Dancer-Fitzgerald-Sample; John McPartlin, NBC Spot Sales; Kay Kennelly, timebuyer, Arthur Meyerhoff & Co.; C. Herbert Masse, sales manager, WBZ-WBZA; John Gillis, radio director, Phil Gordon Agency; Evelyn Vanderploeg, timebuyer, Schwimmer & Scott Inc., and Edward C. Cunningham, assistant to Mr. Morton, in charge of WMAQ local sales.

Swallow, Goodson and Ballou In FM Representative Firm

FORMATION of a firm which will represent FM stations exclusively in the national field with a goal of 50 FM outlets in 50 key markets across the country was disclosed last Friday. The firm will be known as "FM Reps."

Partners in the firm are:

John W. Swallow, radio consultant and former program manager of NBC's Western Division.

E. Marvin Goodson, former continuity chief of the NBC Western Division.

David S. Ballou, who until recently was engaged in station representation on the West Coast as Los Angeles manager for the W. S. Grant Co. Inc.

Mr. Ballou, who was in Washington last week to confer with leaders in the field of FM broadcasting, said the new firm has set up temporary headquarters at 2700 San Marino, Los Angeles 6, Calif., and expects to have permanent offices in operation by Jan. 1, 1948 in New York and Chicago, as well as Los Angeles. The firm's main office will be in New York.

In seeking the 50 FM stations which it hopes to represent, the firm will go into 50 key markets, none of them doing under $75,000,000 a year in retail trade, and will enter contracts not on the basis of a station's coverage but on the desire of its management to promote and expand FM, Mr. Ballou said.

Among FM leaders consulted by Mr. Ballou and his associates regarding the plan to give the radio industry its first exclusive representation firm was Everett L. Dillard of WASH Washington and KOZY Kansas City, president of the FM Assn. Speaking only as an individual interested in the further development of FM and not officially as head of FMA, Mr. Dillard said he felt that the establishment of such a firm as FM Reps is what the FM industry needs and that now is a most opportune time for the firm to get under way. Mr. Dillard said he believed a firm which represents FM stations exclusively on a nationwide basis will have the effect of helping to stabilize FM in the sense that it will place a value on national FM advertising.

FM Reps plans to conduct an intensive personal solicitation of FM stations and FM affiliates of AM stations, according to Mr. Ballou. The firm will represent FM stations which have AM affiliates, he said, only if the management is willing to merchandise the FM outlet.

As first step in the solicitation campaign, Mr. Ballou, while in Washington, signed WASH and KOZY as subscribers to FM Reps service.

Mr. Ballou explained that the new firm had surveyed major advertising agencies on the West Coast and had concluded that there was no lack of interest in FM but a great lack of knowledge about the medium. His firm takes the position, he said, that no AM station representative can properly represent an FM outlet. To properly sell FM, he declared, a man must not only know why FM is technically better but must also be familiar with what he described as the superior coverage aspects of FM.

Elaborating on FM Reps' plans, Mr. Ballou said his organization already is investigating wire and tape recording techniques and has conferred with representatives of recording companies.

COMMISSION GRANTS OWNERSHIP CHANGES

CONSENT to changes of ownership of two standard stations and an FM station was granted last week by FCC. Only the FM transfer involves a slight monetary consideration.

FM station WRGK Brookfield, Ill., was granted assignment of construction permit from George M. Ives, sole owner, to WRGK Inc., a new corporation of which Mr. Ives is president and 76% owner. He receives stock valued at $12,750 in the new firm plus a cash difference in assets amounting to $866, according to FCC.

Others associated in the new firm: Thornton M. Pratt, vice president and 0.5%; Rose T. Ives, secretary-treasurer and 6%; Charles Dewey, 9.7%; Andrew Wylie, 3.7%; Theresa Fuchs, 2.1%, and Rosa Scully, 2.1%. All are local residents. Station is assigned Class A facilities of 103.1 mc with 250 w effective radiated power.

KFMO Flat River, Mo., was granted assignment of license from Oscar C. Hirsch to Lead Belt Broadcasting Co., new firm in which Mr. Hirsch is president and 86.7% owner. Others include David E. Hoche, vice president and 0.7%, and Geraldine F. Hirsch, secretary-treasurer and 12.6%. KFMO is assigned 250 w on 1240 kc.

KELP El Paso, Tex., 1 kw on 920 kc, daytime only, was granted assignment of permit from present partnership to the same group as a corporation. Ownership remains same.

ONCE IN A LIFETIME
FOR A LIFETIME
IF YOU HAVE GOT IT!

Wanted!

Topflight promotional-merchandising manager—midwest 50,000 watt network affiliate. Progressive-aggressive management open to all kinds of wide awake ideas and follow-through. Ability to handle trade paper, direct mail, sales presentations, stunts, clients' promotions important! A hot spot for a hot shot who can last. List full background and outline 6 months promotional campaign you think would do a job. We can pay you what you are worth but will expect you to be worth more than your pay. Raises come oftener that way.

BOX 979, BROADCASTING

Complaint Filed Against AFM On 'Information Please' Ban

(*Also see story page 19*)

POSSIBLE COURT action on a new front against James C. Petrillo's American Federation of Musicians loomed last week when Dan Golenpaul, producer of *Information Please*, filed a complaint with the National Labor Relations Board charging the union with two violations of the Taft-Hartley law.

Mr. Golenpaul accused the musicians' union of enforcing a secondary boycott against his program and pursuing featherbedding tactics outlawed by the act. The action arose out of the alleged refusal by the AFM to permit music to be played on *Information Please* since it became a cooperative program on the Mutual network.

The NLRB was understood to be investigating the case. The Labor Board's customary practice is to seek restraining orders in federal courts if it finds grounds for prosecution in cases of this kind.

In an affidavit accompanying his complaint, Mr. Golenpaul asserted that *Information Please* was an "innocent victim" in a dispute which existed between the AFM and Mutual, which, like other networks, is prohibited by the union from broadcasting instrumental music on cooperatively-sponsored shows.

Golenpaul Statement

In a statement to the press and radio, the producer declared that the networks had "not seen fit to challenge this rule (Mr. Petrillo's ban against cooperative programs), but we, as the owners of *Information Please* cannot sit idly by while the production of our program is hampered by this boycott which deprives our show of the opportunity to include the many popular features which millions of listeners enjoy . . ."

Mr. Golenpaul said he had been informed that the AFM would be willing to supply musicians for cooperative programs if standby fees equivalent to the New York or Los Angeles scales and multiplied by the number of stations carrying the program were paid. Since *Information Please* is carried on about 300 stations, he pointed out, the cost for a single performance by a single musician under the standby system would be $9,564.

Mr. Golenpaul said that the AFM ban hit *Information Please* at its introductory broadcast on MBS last Sept. 26. Joseph Kahn, pianist who had performed on the program when it was carried on other networks, had been engaged to play for the first Mutual show. A few days before the broadcast, Mr. Kahn advised Mr. Golenpaul that a union rule prohibited his appearance, according to the complaint.

No music has been heard on the program since, Mr. Golenpaul stated, and the absence of music has deprived the show of questions which, before the ban, were among the most popular. About 75% of the guest experts who have appeared on the program Mr. Golenpaul said, were expected to answer musical questions.

In the past five years, before it went to Mutual, *Information Please* has engaged a musician "for practically every program," the affidavit said. Mr. Golenpaul asserted he had always paid union scale and had "always fully conformed" with conditions of employment imposed by the union.

Alleging that the basic dispute existed between the AFM and Mutual, Mr. Golenpaul declared that the union was "inducing its members to refuse to perform any services for us with the object of forcing or requiring radio stations and the networks which are the principal parties in contract with the union to cease carrying cooperatively-sponsored shows such as *Information Please*'"

JAMES PECKHAM (extreme l) vice president of A. C. Nielsen Inc., brings members of the CBS research, promotion and press information departments up to date on latest developments of the Nielsen Radio Index, in a special meeting in CBS studio. Front row: James Burke, manager of audience description division of Research Dept.; Elmo C. Wilson, director of research; George Crandall, director of press information; Thomas D. Connolly, director of program promotion; Dorothy Leffler, magazine editor.

Second row: John Wiggins, Ella Howard, John X. Fox and Phyllis Hoecker, of presentation division of Advertising and Sales Promotion Dept.

Third row: Neal Hathaway, of Program Promotion; Walter Murphy, assistant magazine editor; Arthur Perles, assistant director, press information.

Last row: Harry Feeney Jr., trade news editor; Michael J. Foster, manager, trade and feature division.

Nielsen Ratings Now Public; Lux Show Leads Nighttimers

NIELSEN Radio Index "top 20" figures for evening and daytime shows, made public for the first time last week, show *Lux Radio Theatre* on CBS leading the nighttime field with a Nielsen Index of 23.1, during the week of Oct. 5-11, and *Our Gal Sunday* on CBS pacing the daytimers with 8.9. Lowest homes-per-dollar cost went to the *Lone Ranger* on ABC, with a homes-per-dollar rank of 1, though it ranks 17th in average audience ratings. The cost figures are the overall figures of time plus talent, according to Nielsen.

"Top 20"—Evening (Based On Average Audience)

		Average audience		*Homes per dollar*	
Program	*Network*	*Rating*	*Rank*	*Rank*	*NRI homes*
Lux Radio Theatre	CBS	23.1	1	11	301
Fibber McGee & Molly	NBC	19.7	2	8	322
Bob Hope	NBC	18.1	3	15	236
Amos 'n' Andy	NBC	17.9	4	13	285
Mr. District Attorney	NBC	17.7	5	6	428
Mr Friend Irma	CBS	17.5	6	3	459
Aldrich Family	NBC	16.5	7	ND †	ND
Screen Guild	CBS	16.0	8	ND	ND
Red Skelton	NBC	15.9	9	12	301
Charlie McCarthy	NBC	15.2	10	17	208
Life of Riley	NBC	15.0	11	7	353
Jack Benny	NBC	15.0	12	16	214
Big Town	CBS	14.9	13	2	497
Truth or Consequences	NBC	14.6	14	10	317
Burns and Allen	NBC	14.5	15	14	262
Godfrey Talent Scouts	CBS	14.4	16	5	443
Lone Ranger	ABC	14.4	17	1	878
Fred Allen	NBC	14.1	18	ND	ND
Inner Sanctum	CBS	13.9	19	4	449
Kraft Music Hall	NBC	13.9	20	9	319

† No data available.

"Top 20"—Daytime (Based on Average Audience)

		Average audience		*Homes per dollar*	
Program	*Network*	*Rating*	*Rank*	*Rank*	*NRI homes*
Our Gal Sunday	CBS	8.9	1	2	1,205
Right to Happiness	NBC	8.6	2	10	953
When a Girl Marries	NBC	8.5	3	6	1,055
Backstage Wife	NBC	8.4	4	12	935
Pepper Young's Family	NBC	8.2	5	14	917
Big Sister	CBS	8.0	6	1	1,250
Helen Trent	CBS	8.0	7	5	1,072
Young Widder Brown	NBC	8.0	8	11	936
Ma Perkins	CBS	7.8	9	3	1,193
Aunt Jenny	CBS	7.6	10	4	1,164
Portia Faces Life	NBC	7.6	11	9	992
Stella Dallas	NBC	7.6	12	15	888
Rosemary	CBS	7.5	13	8	1,044
Wendy Warren	CBS	7.2	14	16	791
Ma Perkins	NBC	7.0	15	18	746
Lorenzo Jones	NBC	6.9	16	17	772
Road of Life	NBC	6.7	17	19	724
Life Can Be Beautiful	NBC	6.5	18	20	695
Just Plain Bill	NBC	6.4	19	13	926
Young Dr. Malone	CBS	6.3	20	7	1,051

Manhattan Renews

MANHATTAN Soap Co. renews *Romance of Evelyn Winters* and *Rose of My Dreams* on CBS for 52 weeks starting Nov. 17, through Duane Jones Co., New York.

THE
LONG ISLAND
STORY

WHLI's formula for stifling competition from New York City stations during the daytime is very simple and it isn't a secret.

It is simply to present familiar music and local news—the kind of program Long Island people find useful and compelling . . . the kind of programs Long Island merchants find pay off at their cash registers.

WHLI 1100 KC
BETWEEN WHN AND WNEW

WHNY (FM) 98.3 MC
HEMPSTEAD, N. Y.

Comparative Financial Data for 831 Identical Standard Broadcast Stations *

(Identical as to class, time, and nation-wide network affiliation)

1946—1945

Item	Clear channel 50 kw., unlimited[2] Average per station		Clear channel 5 to 20 kw., unlimited[3] Average per station		Regional, unlimited Average per station		Regional, part-time Average per station		Local, unlimited Average per station		Local, day and part-time Average per station		All stations Average per station	
	1946	Percent increase or (decrease)[4] from 1945	1946	Percent increase or (decrease) from 1945	1946	Percent increase or (decrease) from 1945	1946	Percent increase or (decrease) from 1945	1946	Percent increase or (decrease) from 1945	1946	Percent increase or (decrease) from 1945	1946	Percent increase or (decrease) from 1945
ALL STATIONS[1]														
Number of stations	40	..	26	..	278	..	47	..	416	..	18	..	831	..
Total broadcast revenues	$1,245,487	.53	$472,027	6.89	$354,678	6.57	$191,641	6.53	$115,794	19.70	$72,106	30.15	$268,583	7.82
Total broadcast expenses	839,900	9.12	397,236	17.48	251,502	12.31	156,424	11.86	88,569	20.73	56,658	25.87	195,179	13.82
Broadcast income (revenues less expenses before Federal income tax)	405,587	(13.55)	74,791	(27.72)	103,176	(5.24)	35,217	(12.08)	27,225	16.47	15,448	48.67	73,404	(5.45)
STATIONS SERVING AS OUTLETS FOR NATION-WIDE NETWORKS														
Number of stations	40	..	20	..	253	..	20	..	364	..	3	..	704	..
Total broadcast revenues	$1,245,487	.53	$408,882	5.04	$355,037	5.48	$180,695	7.17	$114,218	19.47	$56,081	119.62	$279,002	6.91
Total broadcast expenses	839,900	9.12	323,500	16.72	247,360	11.71	144,557	9.53	85,716	20.85	41,579	92.50	197,971	13.24
Broadcast income (revenues less expenses before Federal income tax)	405,587	(13.55)	85,382	(23.84)	107,677	(6.48)	36,138	(1.33)	28,502	15.49	14,502	268.35	81,031	(5.93)
STATIONS NOT SERVING AS OUTLETS FOR NATION-WIDE NETWORKS														
Number of stations	..	..	6	..	25	..	27	..	52	..	15	..	127	..
Total broadcast revenues	..	..	$682,508	10.80	$351,043	19.08	$199,749	6.10	$126,826	21.22	$75,311	22.70	$210,829	14.94
Total broadcast expenses	..	..	643,023	18.78	293,412	17.70	165,215	13.42	108,539	20.08	59,674	20.08	179,704	17.49
Broadcast income (revenues less expenses before Federal income tax)	..	..	39,485	(47.10)	57,631	26.67	34,534	(18.93)	18,287	28.40	15,637	33.86	31,125	2.11

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* Adapted from FCC table.

[1] Does not include operations of 10 key stations of nation-wide networks, as the reports filed by them with the Commission do not include adequate segregations of expenses between station and network operations.

[2] Four 50-kw clear-channel part-time stations in 1946 averaged total broadcast revenues of $809,665 (8.93% gain over 1945) and total broadcast expenses of $626,728 (14.02% gain), for average broadcast income (before Federal tax) of $182,937 (5.52% decrease). All four were affiliated with networks.

[3] Two part-time clear-channel stations, operating with 5 to 20 kw power, in 1946 averaged total broadcast revenues of $393,202 (0.11% gain over 1945) and total broadcast expenses of $314,552 (11.26% gain), for average broadcast income (before Federal tax) of $78,650 (28.54% decrease). Neither station was affiliated with a network.

[4] Figures in parentheses indicate decrease.

Rising Costs

(*Continued from page 20*)

had expenses totaling $73,172,251, and broadcast income (before Federal tax) amounting to $14,837,877. This represented a 17.78% decrease from the 1945 income figure. Operations of the networks and key stations, plus their 19 other owned-and-operated stations, produced a total income of $19,344,123, a decline of 16.18%. The 996 reporting stations which are not owned and operated by networks had pre-tax incomes totaling $57,122,123, a 5.59% drop from the total income reported by 873 similar stations in 1945.

FCC's figures indicated that 953 of the 1,015 reporting stations had time sales exceeding $25,000, as against 856 out of 901 in 1945.

'News' May Appeal

INDICATIONS that the *New York News* would appeal the FCC decision against the newspaper in the competition for FM grants in New York came last week.

F. M. Flynn, president and general manager of the paper, said "we expect to prove the FCC wrong in this decision." Mr. Flynn's statement was made during a speech at the New York Radio Executives Club.

He said that the *News* had been offered "many stations" for sale since the FCC denial of its FM application but that the newspaper did not choose to purchase one of these.

FCC Stand in Denying Grant To 'Daily News' Is Challenged

FCC's "non-newspaper" policy, pointed up in its decision withdrawing a proposed FM grant from the *New York Daily News* and giving it instead to a Methodist Church group [BROADCASTING, Nov. 10], brought prompt challenges last week from a *News* competitor, the *New York Times*, and from David Lawrence, syndicated columnist.

Both charged that the Commission's announced preference for non-newspaper applicants goes beyond the legal scope of FCC authority.

A court test of the policy is virtually assured if the *News* appeals from the decision [*Closed Circuit*, Nov. 10]. A petition for rehearing is expected to be filed shortly with the Commission.

Government Mastery

Mr. Lawrence labeled the policy a "part of the effort to get the Government into the position of complete mastery over radio transmission, even as to the content of radio programs." He suggested that one solution to the licensing question might be achieved by allocating facilities on a competitive-bids basis, by either lease or sale.

The *Times*, owner of WQXR New York, centered its attack on FCC's statement that in competitive proceedings where all other things are equal it preferred non-newspaper applicants over newspaper applicants, "since this promotes diversity in the ownership of media of mass communication and competition in the dissemination of news and information." The editorial replied:

> **The promotion of "diversity in the ownership of media of mass communication" is an enterprise which would seem to lie beyond the stated authority of the FCC. This authority has been clearly limited to that of dealing with individual applications for radio licenses from the standpoint of the public interest, necessity and convenience.**

Actually, the *Times* continued, "newspapers have a peculiar fitness for such ownership." It quoted the Newspaper-Radio Committee as saying that "objective presentation of news is a newspaper tradition" which was taken into radio operations by newspapers.

Lawrence's Argument

Mr. Lawrence argued that "if the FCC can pick as between a church and a newspaper one day, it will be confronted another day with a decision between two churches . . ." He continued:

> **The Commission says openly it prefers non-newspaper to newspaper applicants. This means, in effect, that newspapers, whose business and experience have been along the lines of disseminating news, are being discriminated against by a governmental agency on a purely arbitrary basis.**
>
> **There is nothing in the law governing the award of channels or frequencies to support such a capricious choice. Back of it, of course, is the left-wing crusade against newspaper ownership of radio stations . . .**

Referring to the Avco Rule's open-bidding procedures in station sales, Mr. Lawrence said:

> **If, as contended, the Government owns the air, then the facilities might well be allocated by competitive bids as is the case with any other piece of Government property—either by rental leases or by sale.**
>
> **. . . Now, without requiring the applicant to pay for the use of a Government channel, the Commission is in a position to hand over a valuable franchise to a private citizen. In view of the prejudices against profit-making which the "left-wing" school of thought is engendering constantly in Government circles as a part of the movement toward socialism, the chances are that the FCC will be under pressure to give out channels or frequencies wherever politics or class ideology may lead the Commissioners.**
>
> **Congress might well clear up the situation by specifying legislative standards that will either arrange for the sale or lease of the facilities or will indicate the tests that must be met in order that the public interest may be best served by the allocation of licenses.**

RADIO NEWS WORK has lured a Casey away from the newspaper field after five generations. Robert A. Casey (center), whose great-great-grandfather started the family tradition by going to work for *The Cincinnati Enquirer* and who has himself been a reporter, columnist and feature editor for ten years, goes over his new contract as morning newscaster for WKRC Cincinnati with Herman E. Fast (seated), station manager, and U. A. Latham, sales manager.

Ten New Standard Stations Granted

West Va. Governor Is Partner In Daytime Authorization

TEN NEW standard stations were authorized last week by FCC, including eight daytime grants and two for fulltime operations.

Gov. Clarence W. Meadows of West Virginia is partner of one grantee, Wyoming Broadcasting Co., which received construction permit for Pineville, W. Va., covering 1 kw daytime operation on 970 kc.

Wilson Radio Co., Wilson, N.C., most of whose members are associated with WPTF Raleigh, N.C., won CP for 1420 kc, 1 kw, daytime.

The grantees and respective ownerships:

Jacksonville, Fla.—Denton & Jones Broadcasters, 1050 kc, 250 w, daytime. Co-partnership: Frank L. Denton, technical director of WMAZ Macon, Ga., and L. Frank Jones, consulting electrical engineer.

Des Moines, Iowa—Radio Station Des Moines Inc., 740 kc, 250 w, daytime. Principals: Myron J. Bennett, vice president and general manager Tri-State Broadcasting Co., Class B FM conditional grantee, at Sioux Falls, S. D., president and 18%; William B. Abramson, president Abramson Motors Inc., treasurer 20%; Ray C. Fountain, attorney, secretary 2%; A. O. Caplan, president Myers Pub. Co., Chicago, vice president 40%; and E. S. Abramson, secretary-treasurer Abramson Motors Inc., 20%.

Connerville, Ind.—News Examiner Co., 1580 kc, 250 w, daytime. Grantee is publisher daily News Examiner.

Bonham, Tex.—Fannin County Broadcasting Co., 1420 kc, 250 w, daytime. Sole owner: Frank Svoboda, owner Bonham Daily Pub. Co., publisher of Bonham Daily Favorite and Bonham Weekly.

Sioux Falls, S. D.—KDAK Inc., 1230 kc, 250 w, unlimited. Principals: H. R. Alton Sr., businessman, president-treasurer 26.67%; H. L. Dibble, owner Pipestone Auto Co., vice president 26.67%; F. C. Walkup, farm implement dealer, secretary 26.67%, and F. G. Warren, 20% (trustee).

Grand Rapids, Minn.—Itasca Broadcasting Corp., 1490 kc, 250 w, unlimited Principals: Robert D. Kennedy, former sales manager WSBR Superior, Wis., president, 0.27%; Larke L. Huntley, owner Itasca Abstract Co., vice president, 22.44%; Harry A. Erickson, deputy registrar motor vehicles, secretary-treasurer, 22.44%; William G. King, vice president First National Bank of Grand Rapids, director, 32.41%; Robert J. Dingman, owner dry cleaning stores, director, 10.8%; and Walter W. Kurtz, majority owner George F. Kremer Dept. Store, director, 11.64%.

Pineville, W. Va.—Wyoming Broadcasting Co., 970 kc, 1 kw, daytime. Co-partnership: Gov. Clarence W. Meadows of West Virginia; William T. Lively, attorney and 14.4% owner WCAW Charleston, W. Va., and William D. Stone, chief engineer and 8% owner WCAW.

Wilson, N. C.—Wilson Radio Co., 1420 kc, 1 kw, daytime. Co-partnership: H. W. Anderson, tobacco and banking interests; Joel Lawhon, continuity supervisor WPTF Raleigh, N. C.; C. E. Leeper, WPTF farm director; N. V. Pieler, WPTF transmitter operator, and W. T. Williams, WPTF newscaster.

Jacksonville, Fla. — Southern Radio and Equipment Co., 1360 kc, 1 kw, daytime. Principals: J. R. Sharpe, civilian administrative officer, Jacksonville Naval Air Station, president and owner 100 shares; K. H. Anderson, marine contractor, vice president and 50 shares; William A. Stanly, attorney, secretary-treasurer and 30 shares; J. H. Coppedge, president J. H. Coppedge & Co., director and 80 shares; T. D. Guthrie, secretary-treasurer Eastern Seaboard Petroleum Co., director and 50 shares; and James T. Monahan, vice president of George [illegible] Auchter Co., contract engineering, owner 50 shares.

Gallatin, Tenn.—Sumner County Broadcasting Co., 1010 kc, 1 kw, daytime. Principals: C. B. Cage, retired salesman, president; William Henry Baker, auto dealer and farmer, vice president; H. B. Perkins, druggist and farmer, secretary-treasurer; W. C. Britton, farmer, and N. S. Baker, wholesale distributor Gulf Oil Products. Each holds equal interest.

All of the grants involve engineering conditions. In addition the grant to KDAK Inc. is subject to no operation taking place until KELO Sioux Falls vacates 1230 kc and begins operation on 1320 kc.

WMMJ, 1-kw daytime independent at Peoria, Ill., beomes a Mutual affiliate within next fortnight. Station also plans to apply for fulltime with transfer from 1020 kc to 920 kc.

Bright Future Seen for Television

New York REC Seminar Discusses Problems Facing Industry

A ROSY FUTURE for the television industry was projected last Thursday by video experts in a television seminar at the New York Radio Executives Club.

A prediction that television would outstrip by four times radio's present billion and a half dollar volume in half the time it took aural broadcasting to grow up was made by Frank Mullen, NBC executive vice president. Mr. Mullen reiterated earlier NBC estimates that coast-to-coast television service would be a fact in late 1949 or early 1950 and that before the end of 1948 the NBC network would be delivering television to an area populated by 22 million.

Hole's Viewpoint

Leonard Hole, CBS associate director of television, said that CBS was "convinced that the proposition of network television is correct and essential," and he reported that the present pioneering in video networks was "bound to bring operating, production and receiver costs down to levels where advertisers will use the medium as a truly forceful, effective means of selling."

Lawrence Phillips, director of the DuMont television network, told the radio executives that he believed television would find its future competition not with radio but with movies and the theatre. He said it would be impossible for local stations to produce video shows on a professional plane capable of competing with the screen or stage.

ABC Banks on News

ABC is banking on news to become one of television's prime attractions, according to Paul Mowrey, ABC director of television.

J. R. Poppele, vice president and secretary of WOR New York, told the club that "the AM broadcaster who hopes to stay in business tomorrow must take television into consideration today." Biggest problem facing AM broadcasters who want to enter television, said Mr. Poppele, is that of obtaining a video license.

The problems and policies of a newspaper entering television were discussed by F. M. Flynn, president and general manager of the *New York News*. One major difficulty, he said, was in assembling a competent staff, since the news had no radio organization from which to draw personnel.

Advertiser's View

The advertiser's view of television was the topic of Charles Durban, assistant director of advertising of the U. S. Rubber Co., one of the biggest sponsors of video time. "We think it (television) can be one of the best advertising media that has yet come along," he said, but he warned that stations could improve their customer or client relationships.

Ralph Austrian, vice president in charge of television of Foote, Cone & Belding, asked for more ample research on the television audience size. Information about the video audience is needed now, he said.

Television production problems were discussed by Thomas H. Hutchinson, member of the television consultant firm of Richard W. Hubbell & Assoc. Mr. Hutchinson said that the time was past when experiments in television programming could be put on the air. New ideas should be tried adequately in audition, he said, because "we are rapidly approaching the time when a bad television program will do as much harm as a good program will exert in a favorable direction."

The moderator of the seminar panel was Richard W. Hubbell, head of the consultant firm. William S. Hedges, NBC vice president and president of the club, presided.

Procedure Act, SCOTUS Principles Said Violated in Kansas Dismissal

FCC WAS TOLD last week that it violated the Administrative Procedure Act and the principles of the Supreme Court's Ashbacker decision when it issued its policy statement against one applicant's reimbursing a rival who withdraws and eliminates a contest [BROADCASTING, Oct. 27].

The charge was made in a petition for reconsideration filed by H. J. Griffith, whose application for a new station in Parsons, Kans. was dismissed "with prejudice" when he asked that it be dismissed "without prejudice" and reported that a rival Parsons applicant was reimbursing him for out-of-pocket expenses up to $6,930.

The petition, prepared by Joseph H. Freehill of the Washington law firm of Schoene, Freehill, Kramer & Fanelli, said Mr. Griffith's decision to accept reimbursement was based "entirely upon the advice of counsel," and added:

> **. . . . The (advice) was based on a long line of Commission precedents which had uniformly recognized such reimbursement for expenses as being proper, and it is respectfully submitted that orderly administration requires that counsel be able to rely upon uniform and well established precedents in advising clients, until the policy to be derived from such precedents has been changed by the administering agency through due process of law in accordance with the provisions of the Administrative Procedure Act, the purpose of which was to avoid just such inequitable treatment as has been given petitioner in this case.**

Mr. Griffith contended that the new policy "has general applicability and future effect," constitutes a "rule" within the meaning of the Adminstrative Procedure Act, and was prescribed in violation of the Act because the Commission failed to give notice and follow procedures required in rulemaking.

The decision was based on a 5-to-2 vote, Comrs. E. M. Webster and Robert F. Jones contending that the existing rules "should be amended in accordance with new Commission policy before decisions of this nature are made."

The majority's action dismissing the Parsons application with prejudice, Mr. Griffith declared, "was in effect a dismissal of petitioner's application without a hearing, as required by the decision of the Supreme Court" in the Ashbacker case.

He said he withdrew the Parsons application because after filing it, he received a grant for an El Paso station and later acquired 40% interest in KWFT Wichita Falls, "plus the promise of reimbursement from Four States Broadcasters Inc." Mr. Griffith said "it cannot be assumed" that he would have withdrawn irrespective of reimbursement.

The petition said FCC's majority opinion "erroneously implies" that Mr. Griffith "exacted" the promise of reimbursement from the rival applicant. "The facts are that Four States Broadcasters Inc. approached petitioner first on the possibility of petitioner withdrawing his application," Mr. Griffith asserted. "For months petitioner refused to consider any such proposition on any condition. It was only the intervening circumstances outlined above which prompted petitioner to file his petition for leave to dismiss without prejudice, and to consent to acceptance of Four States Broadcasters Inc.'s promise of reimbursement for petitioner's out-of-pocket expenses."

Editorializing

(*Continued from page 19*)

Wire Recorder in News Broadcasts," while news directors experienced in the use of the latest in news gathering machinery, played back some special events picked up for their stations by wire recorder. Participants in the panel were: Bob Eastman, KOMA Oklahoma City; Paul Zeimer, WKBH La Crosse, Wis.; Makin Reed of WOL Washington, D. C., and Commander Harry H. Holton, chief of Navy Radio and Television Section, Public Information Division, who discussed recording devices.

Jack Shelley of WHO Des Moines was responsible for the program planning, including the Friday dinner, held at Washington's Mayflower Hotel, at which Sen. Bourke Hickenlooper, chairman of the Joint Committee on Atomic Energy, and Morgan Beatty, NBC commentator, were the speakers.

Other panel discussions were: "Gadgets and Gimmicks—News Room Time Savers," with Allen Martin, assistant broadcast editor of the *New York Daily News*, as chairman and Soren Munkhof of WOW Omaha, Neb., and John Murphy of WCKY Cincinnati participating; "Weather News, Its Treatment and Dissemination," a talk by Charles B. Carney of the U. S. Weather Bureau, Washington; "Cultivation of Local News Sources," with Jim Bormann of WMT Cedar Rapids, Ia., in the chair, and Chuck Harrison of WHBF Rock Island, Ill., Bruce Barrington of KXOK St. Louis and F. M. Hinshaw of WLBC Muncie, Ind., participating; and "Libel and Other Legal Problems of News," a talk by Professor F. S. Seibert, director of the School of Journalism, U. of Illinois and former chairman of the Council on Radio Journalism.

Convention Committees

Members of the Convention committees were: Resolutions — Mr. Gammell, chairman, F. O. Carver Jr., WSJS, Winston-Salem, Fred M. Hinshaw, WLBC Muncie, Ind., Sig Mickelson, WCCO Minneapolis, and Beckley Smith, WTAS Pittsburgh; Nominations — J. Edgar Kirk, WPTF Raleigh, N. C., chairman, John Murphy, WCKY Cincinnati, Tom Eaton, WTIC Hartford, Jim Bormann, WMT Cedar Rapids, and Ron Cochran, WCOP Boston.

Arrangements for the convention were made by a Washington committee composed of Howard Kany, AP Radio; Rex Goad, Transradio Press; George Marder, UP; Gil Kingsbury, WLW; William Neal, WMAL Washington, and Chairman William R. McAndrew, NBC Washington. The delegates were the guests of the Radio Correspondents Assn. of Washington at a cocktail party Thursday in the Hotel Statler. Site for next convention will be picked at mid-year meeting of the NARND Board.

In welcoming the radio newsmen Thursday, President Truman said:

"Well, gentlemen, it is nice to have you here. I was just thinking what a great thing it would be if I could turn you all on at once. I think possibly I could learn something from a program like that, and not get quite so confused as I sometimes do when I listen to you one at a time.

"You have a very great responsibility. I can say that I don't think I have met as many soft-voiced gentlemen in my life as I have here. You have a very great responsibility in that by reporting facts, making broadcasts to the people generally, you have a very powerful effect on public opinion, and public opinion in a free country is vital to the welfare of the government of that country.

"The thing that you have to be careful of is that some day a fine-voiced, good-looking demagogue doesn't get control of the air and do what Alcibiades did to Greece. I think I have myself, according to the Hooper survey, talked to as many as 40,000,000 people at one sitting. Now that's a responsibility, a very grave responsibility —to see that that ability and power are used for the welfare of this great republic.

"You gentlemen can make a great contribution to our future, by being careful and factual, and remembering always that you and I are living under the Bill of Rights. This and the Declaration of Independence are the greatest documents ever put out by the hand of man. And that is what has made our country great, and that is what we want to keep and implement, so as to keep our country great.

"Now you can make a great contribution to that, and I hope you will do that. I am sure you will."

OFFICIALS of Sigma Delta Chi, professional journalistic fraternity, were in a jovial mood as they called on President Truman during their convention in Washington last week. L to r: Prof. Kenneth R. Marvin, head, Dept. of Technical Journalism, Iowa State College, which operates WOI Ames, Iowa; Neal Van Sooy, publisher, *Santa Paula* (Calif.) *Chronicle;* George W. Healy Jr., managing editor, *New Orleans* (La.) *Times-Picayune;* Alden C. Waite, assistant general manager, Southern California Assoc. Newspapers, Los Angeles; B. C. Jefferson, associate editor, *Dallas Times-Herald*, licensee of KRID; Carl R. Kesler, state editor, *Chicago Daily News;* John M. McClelland Jr., editor, *Longview* (Wash.) *Daily News*, one-third owner of KWLK Longview; Luther A. Huston, Washington bureau manager, *New York Times*, WQXR licensee; Victor E. Bluedorn, executive director, national headquarters, Sigma Delta Chi, Chicago, and seated, President Truman.

NBC Execs. Confer on TV Outlet Space in Chicago

I. E. SHOWERMAN, vice president in charge of NBC Central Division, and O. B. Hanson, vice president in charge of engineering for the network, last week conferred with the management of the Merchandise Mart in Chicago to discuss space availabilities for NBC's proposed television station WNBY.

Studio and some engineering facilities will be constructed in the Mart, which presently houses both the network's Central Division headquarters and its owned and operated station, WMAQ. WNBY is expected to begin operations in 1948. Construction of facilities is slated to start as soon as new equipment is received.

Plans call for construction of television and FM antenna atop the Chicago Civic Opera Bldg. and provision of three floors of building for transmission equipment and engineering offices.

Meeting with the NBC executives were Joseph B. Kennedy, owner of the Merchandise Mart and Wallace O. Ollman, building general manager.

Radio News Panel Is Featured At Sigma Delta Chi Meeting

NATIONAL, regional and local aspects of radio news were discussed by a panel of top network newsmen last Friday, the final day of the 28th national convention of Sigma Delta Chi, professional journalistic fraternity, at the Hotel Statler in Washington.

The radio panel, final one of four discussion sessions which took place during the four-day convention, was headed by Claude A. Mahoney, CBS Washington commentator. Appearing with him were Bill Henry, CBS newscaster and *Los Angeles Times* columnist; Ray Henle, editor of NBC's *Three Star Extra;* Albert L. Warner, chief of the MBS Washington news staff, and Francis Tully, Washington correspondent for the Yankee Network.

History of News

Mr. Mahoney, who acted as moderator, introduced the session with a brief history of radio news. He explained that the listener could get news faster and with less effort from radio, but he pointed out emphatically that radio news coverage did not in any way encroach on newspapers. Some newspapermen, he said, held this belief, but he added that those newspapers which had gone into radio had found out it wasn't true. Mr. Mahoney then explained handling of local news shows and the use of wire recorders in radio's coverage of news.

Following Mr. Mahoney, each of the remaining panel members presented a five-minute talk on his specialty. Mr. Henry discussed the five-minute network newscast with which he has been associated. Mr. Henle described the deviation used on his program whereby three specialized commentators present those portions of the news with which they are familiar. Mr. Warner described the duties and problems of a news editor and Mr. Tully explained regional news coverage. After the panel members had spoken, the meeting was thrown open to questions from the floor.

During an earlier session which heard a report from the committee on constitution and by-laws, the question came up as to whether members of the fraternity who worked in the radio field instead of newspapers and periodicals were eligible to be officers and members of the executive council. Two of the fraternity's vice presidents, Luther A. Huston, Washington bureau manager for the *New York Times*, and Neal Van Sooy, publisher of the *Santa Paula* (Calif.) *Chronicle*, and the executive director, Victor E. Bluedorn, all pointed out that the restriction against holding office was not against radio personnel, but against anyone not actively connected with news work.

In line with this a newspaper's business manager could not hold office in Sigma Delta Chi, nor could a publisher unless he is also an editor. Application of this rule would bar a station manager, but his news director would be eligible.

Wednesday's session, "World

ress Freedom," brought on debate nd criticism of the group's com- ittee, which had issued a state- ent in opposition to government ponsorship of news dissemination broad.

The statement had been pre- ared by a committee consisting f Kent Cooper, AP general man- ger; Hugh Baillie, UP president; eymour Berkson, INS general anager; Robert U. Brown, editor, *Editor and Publisher;* Richard Fitzpatrick, associate editor, *The Quill;* Donald Hoover, associated editor, *Indianapolis Times*, and John S. Knight, president, Knight Newspapers. It said that after tudying congressional proposals, he committee decided that "all ews services operated by govern- ents are propaganda agencies hich distort the news and impair he free flow of factual informa- ion."

The complaining group, headed y Irving Dillard of the *St. Louis Post-Dispatch*, said it was in sym- athy with the content of the re- ort but objected to its premature elease before the fraternity itself ad acted upon it. Subsequent ap- roval by the convention put the raternity's 14,000 members offici- lly on record opposed to a gov- rnment-operated news agency.

The committee's report, origi- ally made public in New York on ept. 30, said further that it hoped avorable consideration would be iven its recommendations by the eneva Conference next March.

In another message to UNESCO, he committee said that "the right o speak, to read and to listen can- ot exist without the accompany- ng freedom to write, to print and o broadcast," and that these free- oms cannot exist along with thought control by goveriment."

WIND STUDIOS OPEN

Wrigley Building New Home Of Chicago Station

ORMAL OPENING of WIND hicago's new air-conditioned stu- ios and offices in the Wrigley Bldg., 400 N. Michigan Ave., was eld Thursday for representatives f trade and public press. Station's acilities consist primarily of a mall news studio, a medium sized eneral purpose studio, a larger oncert studio and a 1,000-square- oot large main and separately ontrolled studio.

RCA control board consoles have pecial features designed to feed tations many midwest sports net- ork programs. Studios are com- letely sound insulated and each ntire room floats on cushioned ountings. Host of opening, but nable to attend, was Ralph At- ass, vice president and general anager.

RWIN A. JOHNSON, public relations irector for WBNS Columbus, Ohio, has een named to head 1947 Christmas al Sale by Columbus Tuberculosis ociety. Mr. Johnson is known to hio radio listeners as "The Early orm."

WINN Denied Use of 1080 kc In Louisville, Asks Re-Hearing

WINN Louisville petitioned FCC last Thursday for re-hearing on the denial of its application for use of 1080 kc, and at the same time asked for new oral argument since less than a quorum of the present Commission heard the original argument.

The case involves WINN's application for authority to move from 1240 to 1080 kc and boost power from 250 w to 5 kw day and 1 kw night, which FCC denied, and Mid-American Broadcasting Corp.'s rival application for a new Louisville station using the same facilities, which the Commission granted [BROADCASTING, Oct. 27].

WINN's petitions contended that only three Commissioners remain who heard oral argument originally, that final action on the request for re-hearing must be taken by a quorum, and that another argument should be called to acquaint previously non-participating Commissioners with the case. Those who heard the original argument were C. J. Durr, E. K. Jett, and E. M. Webster, along with then-Chairman Charles R. Denny and Ray C. Wakefield, who are no longer with the Commission.

The station's bid for re-hearing claimed that ABC inserted a six-month cancellation clause in its new affiliation contract with WINN, and charged that the network intends to affiliate with Mid-America. With a network affiliation, WINN contended, the program proposals offered by Mid-America and relied upon by FCC in the hearing would be "wholly worthless."

"Since the Commission . . . has 'given considerable weight' to the commitment of Mid-America to broadcast 'non-network' and 'local sustaining' programs; since the testimony definitely shows that Mid-America will affiliate with a network if available; and, in view of the fact that ABC has indicated a desire to make its network service available to Mid-America, a re-hearing should be held to determine what the facts would be under such a change in the positions of the competing applicants," the petition declared.

WINN also argued that re-hearing is justified because of "newly discovered evidence" regarding alleged anti-trust law violations by two companies with which Mid-America President James F. Brownlee and Treasurer William Veeneman were formerly associated.

One company was Frankfort Distilleries, of which Messrs. Brownlee and Veeneman are both former presidents, and which, the petition claims, was found guilty of violating the Sherman Act. The other firm was Jefferson Island Salt Co., of which Mr. Brownlee was once president and in which Mr. Veeneman is a former stockholder and director, and which purportedly was one of 18 salt companies named by Federal Trade Commission in a complaint charging a combination to suppress competition. The petition asserted that FTC issued a cease and desist order which was affirmed, with modifications, by the Seventh Circuit Court of Appeals.

WINN claimed that "neither the application nor the oral testimony" of Mid-America "makes reference to the above-described litigations nor discloses whether or not [Messrs. Brownlee and Veenman] had knowledge of the unlawful acts."

WINN's petitions were filed by Verne R. Young of the Washington law firm of Loucks & Scharfeld.

Listener Service

JUST ASK, if you need a hotel room. If you've got a news program ask your listeners. That's what Frank Hemingway, news commentator of Don Lee Broadcasting System, did recently when he headed for San Francisco from Hollywood. In fact he even tied his request down to one hotel—the Mark Hopkins. Upon arrival, checking with desk clerk at hotel he discovered that many had spoken for him. A most desirable room was waiting.

George Dean, of KOMO, Suggests Tips On Community Programs at Conference

A COMMUNITY's radio stations are a first-rate medium for bringing to the public the story of local women's clubs, civic organizations and welfare agencies, George Dean, manager of public affairs and community activities for KOMO Seattle, declared Nov. 7 at the Second Annual Conference on Publicity Methods at the U. of Washington.

Mr. Dean was principal speaker at the concluding session of the three-day conference, attended by more than 150 professional and volunteer publicity workers daily. Earlier sessions were devoted to "Publicity in Metropolitan Papers," and "From the Publicity Expert's Standpoint." Joining in the panel discussion following Mr. Dean's address on "Publicity through Radio," were Grant Merrill, radio veteran and now advertising agency executive, and Martin Deane Wickett, program director of KING Seattle.

Careful analysis of the basic theme and preparation of a comprehensive fact sheet were cited by Mr. Dean as major prerequisites to successful use of radio by civic organizations. Asserting that intelligent answers to the right questions would lay the groundwork for an adequate public-service job, Mr. Dean suggested the following outline for the fact sheet:

"What is the name of your organization and what endorsement and support does it have?

"What are your definite aims? What do you want people to do, think or feel?

"What people?

"Is radio only a supplementary way of reaching these people, or is it only the most convenient?

"What is the best medium for your message?

"How do you know we'll reach the people you want to reach?

"After the broadcasts, how will you learn whether you have achieved the results expected?

"Who is the person to contact at your organization? (Give correct name, address and phone number.)"

Advises Chainbreaks

Mr. Dean advised the use of chainbreaks where possible, in preference to building special programs for any "cause," since new programs require major effort to attract an audience. He offered tips, however, on the criteria of good broadcasting in such diversified types of programs as interviews, drama and straight speeches.

The 1947 radio kit of Community Chests of America, Mr. Dean said, is an example of "superb analysis and planning for the proper use of radio in a public service campaign."

Mr. Dean also called attention to the possible use of locally-sponsored live shows, by arrangement with the advertising agencies, but cautioned that the public service theme must be of broad interest to warrant the use of a sponsor's time.

LOOKING BACK over a record of his 10 years as "Dr. Christian" on CBS stations for Chesebrough Mfg. Co. (Vaseline) is Jean Hersholt (center). Scrapbook was presented by Albert B. Richardson, Chesebrough president (l). Donald W. Thornburgh, network western vice president, also scans it.

Opposition to Atlantic City Action on Code is Mounting

OPPOSITION to the NAB board's Atlantic City action adopting proposed Standards of Practice to go into effect Feb. 1, 1948, continued to mount as the board assembled in Washington for its final scheduled meeting of the year, Nov. 13-15.

From more than a dozen state and local station groups came suggestions to revise the code, postpone it, or drop it altogether. Among important industry segments opposing adoption of the proposed standards were Fort Industry Co.; Idaho-Montana stations, and the 15th NAB District, comprising Northern California, Nevada and Hawaii.

Widest expression of industry sentiment came from the poll conducted by Ralph Atlass, general manager of WIND Chicago and principal owner of WLOL Minneapolis, and Edward Breen, president and general manager of KVFD Fort Dodge, Ia.

The poll showed that of 1,400 stations receiving ballots, 678 voted against the code, with 49 in favor.

Poll Shows Opposition

Results of a secret poll to test radio reaction to the proposed NAB code [BROADCASTING, Nov. 3] indicate that approximately 93% of stations responding are against adoption of the code in the form proposed at the Atlantic City convention.

Mr. Atlass, in making public results of the poll mailed two weeks ago to over 1,400 broadcasters, said that 678 radio stations voted against the adoption of the code, with 49 in favor. Almost 50% of station managers contacted submitted answers to the secret ballot which Mr. Atlass and Mr. Breen said would supply the answer to the "most important question that the individual operator of any radio station has ever had to face."

Mr. Atlass declined to reveal what percentage of the 678 radio stations voting against the code represented independent or non-network affiliated stations.

Ballot results were mailed Nov. 10 to NAB President Miller. In the face of such "overwhelming opposition" to the code in its present form the industry now looks to the NAB for positive action, Mr. Atlass indicated.

In a formal press release, Mr. Atlass said the proposed NAB code was promulgated without a secret ballot of the broadcasting stations which it would regulate.

"The code set up arbitrary mathematical standards as well as ethics for the operation of all radio stations. It was to be policed and enforced by an NAB committee."

In answer to the second question put in the ballot, "Do you think that the newspaper publishers—they enjoy governmental privileges in special postal rates, too—would voluntarily accept regulation and regimentation such as is suggested for our industry by the NAB?" Mr. Atlass said 697 broadcasters had answered No, and 14 had answered Yes.

While declining to name broadcasters specifically or their personal reactions to the code, Mr. Atlass said they felt individually responsible for their programming and that they could best serve their communities by retaining local control of their station policies.

Overall opposition, he said, as a result of the statistics compiled by the Chicago accounting firm of Arthur Young & Co., was in a ratio of 13-1.

Fort Industry Suggestions

Fort Industry Co., on behalf of its seven stations, adopted specific suggestions after a meeting of its executives and station managers. The company refused to accept the statement of NAB President Justin Miller that the choice is one of "self-regulation on the one hand, or of imposed government-regulation on the other, and eventually perhaps, of government broadcasting itself." It contended that the broadcasting industry was built and developed by private enterprise and capital, attaining the highest level of the art in the world. Any code, it was contended, should be considered an evaluation of the trend in public acceptance and should recognize that departures may at many times be required by local circumstances if stations are to operate in the public interest.

Fort Industry advocated fluidity in program service, with standards covering only desirable general operating policies; contended the proposed code violates the intent of Congress that control of program service be reserved to individual broadcasters.

Improper Methods

Arbitrary action requiring compliance under threat of penalty is an improper effort judicially to determine the intent of Congress, the company contended, adding that the code should not serve as an FCC criterion in license renewals.

Commenting on specific provisions, Fort Industry approved in general the provisions governing programming, though specific criticism was expressed of some provisions, such as control over commentators and the sub-section on religion. The company proposed modification of the ban on solicitation of funds by religious sponsors.

Suggestions were offered on the commercial provisions covering commercial copy and business not acceptable, including a proposal to revise the paragraph on reducing agents.

As to participating programs, Fort Industry felt they would be ruined by stereotyped and condensed copy because of their informal presentation.

Los Angeles

(Continued from page 15)

KWKW Pasadena; Ben S. McGlashan, KGFJ Los Angeles; Pat Campbell, KHJ; William B. Ryan, KFI (participating as an observer and NAB board member); Calvin J. Smith, KFAC.

Within the Los Angeles committee, however, was some feeling that the city lacked central hotel facilities. This objection was not considered serious by the board, however, though the convention planning committee was not unanimously in favor of Los Angeles.

Members of the board's convention planning committee, besides Chairman Lane, are Harold E. Fellows, WEEI Boston; Robert T. Mason, WMRN Marion, O; William B. Smullin, KIEM Eureka, Calif.; William B. Way, KVOO, Tulsa.

This board committee has been devoting considerable attention to the 1949 and 1950 conventions, since the 1948 meeting has caused complications due to the short time for planning.

Site of the Los Angeles convention will be the Biltmore Hotel on Pershing Square in the downtown section. The hotel has adequate space for an equipment exhibit, but heavy displays such as the towers shown at Atlantic City will not be possible. Selection of the site will permit NAB to go ahead with plans for the displays, which require several months of preparation.

Other Facilities

General meetings likely will be held in the Biltmore's own theatre, which is large enough to handle normal attendance. In addition the hotel has a number of rooms for group and committee meetings. Auditorium facilities are available for luncheons and the banquet. The Biltmore Bowl, with adjoining rooms, is suitable for luncheon and banquet purposes though not accommodating so many as the Atlantic City Convention Hall balcony.

With a somewhat smaller attendance, the hotel situation will be solved by distributing delegates over a wide area. Several hundred can be accommodated at the Biltmore, with others in other downtown hotels though their facilities are not extensive.

The Ambassador, Hollywood Roosevelt and similar hotels likely will house large numbers of delegates. They are a long taxi ride from downtown, but this problem is less serious than that encountered at Atlantic City when many hotels failed to honor room reservations or deliver messages.

A special report on the Atlantic City confusion was prepared for the board, but threats to file suit against hotels for violation of contracts had not materialized Thursday. However, it was agreed that extra care would be taken to avoid similar trouble at future conventions.

Atlantic City hotels had claimed that unseasonably warm weather and religious holidays were responsible for failure to honor reservations, since they argued they could not be expected to throw guests of many years standing out of their rooms when they stayed longer than original reservations specified.

Many board members felt that resort conventions are out of the question in the broadcasting industry, since outside attractions and the general atmosphere are not suitable for a strictly business meeting.

Principal Thursday action aside from the convention and budget, was reelection of J. Harold Ryan, Fort Industry stations, and Roger Clipp, WFIL Philadelphia, as NAB representatives on the BMB board. Mr. Ryan is BMB board chairman and Mr. Clipp is secretary-treasurer.

Abrogation of the NAB board's power under the By-Laws to adopt a Standards of Practice is sought by broadcasters in Idaho and Montana. Stations in the two states, in a series of resolutions covering the proposed NAB code, proposed that the board take steps to have this authority deleted from the By-Laws, with no code to be enacted except at an open NAB membership meeting.

Adoption of a code dealing in general terms "which can be interpreted locally by each broadcaster to fit the segment of the people that broadcaster serves" was advocated.

The Idaho-Montana group suggested that NAB study methods of reducing expenses since broadcasters are faced with increasing operating costs and diminishing net revenue. Vote of appreciation was extended the Special Standards of Practice Committee and the Program Committee for their work in compiling proposed standards.

15th District Opposed

Stations of the NAB 15th District adopted a resolution asking the board to rescind its September action and proposed a code of ethics.

The resolution declared the standards contrary to best interests of the industry. Any code proposed for adoption should be circulated to the membership, with 90 days for full consideration, the district proposed, with each district holding a meeting and instructing its director whether to vote yes or no on adoption of a code at a special board meeting.

The code of ethics dealt with religion, marriage and the home, crime and mystery, simulation of news, children's programs, controversial issues and similar topics.

KWDM Des Moines opposed any code "which takes the control of our programs and program content on commercials out of our hands," according to Robert L. Webber, manager, who wired NAB President Justin Miller of the station's views.

Berle in Suspense

PHILIP MORRIS CO., through its agency Biow Co., New York, is scheduled to notify Milton Berle Wednesday (Nov. 19) whether his option will be picked up or not. Although the Horace Heidt show has been bought by the agency to replace the Berle show, it was understood that the agency may retain Berle and use the Heidt show for another sponsor. It is also reported that the Biow Co., is looking for a comedy-variety show for a third sponsor.

Creed Is Proposed To Supplant Code

KVOO Executives Offer Formula For Industry Guidance

CREED for broadcasters, designed to encourage better practices and thus insure operation of the American system of free enterprise, was given to NAB Board by William B. Way, vice president and general manager of KVOO Tulsa and NAB District 12 director. Creed was co-authored by Mr. Way and Gustav Brandborg, commercial manager of KVOO Tulsa. Inferring that the proposed NAB Standards of Practice infringe on the rights of both broadcasters and listeners, They called the creed an "outline of broadcast performance."

The proposed broadcaster's creed follows:

I, being custodian of a proposed frequency allocated for use within the United States of America in accordance with international treaty, and believing in, and desiring to operate under the provisions of the Constitution of the United States and under the supervision of the laws defining and regulating use of all broadcast frequencies within the United States, hereby pledge my adherence to the following Broadcaster's Creed:

I will operate my broadcast facilities in the public interest, convenience and necessity, such operation being interpreted as follows:

All citizens within my station's primary coverage area shall receive equal consideration in regard to their constitutional rights whether of minority or majority groups.

All recognized religious groups shall enjoy equal access to my microphones and shall receive equal consideration and respect for the sanctity of their rituals and beliefs.

The good things in life will be presented in the best light at all times while the mean, the sordid and the evil aspects of life will be minimized.

Medical and professional information and/or advice will be broadcast only by authorized speakers and as a service of the station when needed.

The normal relationship of the sexes and family life will be referred to and/or portrayed in accordance with established customs of good taste and decency.

Newscasts, political broadcasts and matters of public and controversial issues will be presented factually without dramatization.

I will accept such advertising material as complies with my Broadcaster's Creed, good business practices, professional ethics, and the hearing of which will be acceptable in mixed company of the sexes.

The amount of commercial copy allowable on any sponsored program or within any time period, will be governed by the quality and method of presentation and its fitness for the program within which it appears.

I will, at all times be attentive to the desires and needs of my station's audience and try, to the best of my ability, to perform my license and citizenship obligations to them in a manner worthy of the trust I hold.

White to Push Revised Bill

(Continued from page 15)

committee print would be submitted to the committee shortly—perhaps this week.

"I haven't abandoned any of the substantial provisions of S. 1333", he said. The measure drew sharp criticism of the NAB, the networks, and of individual broadcasters at hearings held before a subcommittee of the Interstate Commerce Committee last June. The bill, as originally drafted, would segregate the Commission into two semi-autonomous divisions, and would have amended the existing statute in a way that President Justin Miller said would imperil radio's freedom.

Senator White asserted he saw no reason for resumption of hearings on the bill. He said he thought that the subcommittee already had exhausted all testimony. He did not entirely foreclose the possibility of additional hearings, however.

Declaring that he believed the redraft covered the "more essential points" raised at the hearings, Senator White said he felt he had considered "most if not all of the criticism that had been made of S. 1333". He said he expected that the subcommittee, and ultimately the full committee would consider the revised bill.

"I am highly hopeful that the Committee will authorize a report at this special session", he added. "I wouldn't expect any final action at this session because my personal inclination is to give the right of way to emergency legislation. I am not disposed to see other legislation pursued at this time."

Mr. White conferred with President Truman during a portion of the noon hour on Wednesday. In addition to the discussion of "radio problems", Mr. White said he expressed "regret over the frequent changes at the FCC", because he felt it militated against constructive handling of FCC affairs and resulted in delays.

Mr. ROBERSON

Senator White is understood to have proposed an increase in the compensation of members of the FCC from the present $10,000 a year to $12,500, as a means of inducing competent men to accept assignments and remain with the Commission.

Members of the White Subcommittee to which the revised bill will be submitted, in addition to Chairman White, are Charles W. Tobey, of New Hampshire, E. H. Moore, of Oklahoma and Homer E. Capehart, of Indiana, Republicans, and Edwin C. Johnson, Colorado, Ernest W. McFarland, Arizona and Warren G. Magnuson, of Washington, Democrats.

On the House side, recent activity by Kurt Borchardt, legislative expert of the House Interstate Commerce Committee, appears to be more than a passing interest. Mr. Borchardt has been visiting stations in the Washington area and asking questions, apparently preparatory to the drafting of legislation.

The House Committee is believed to be more receptive to suggestions from the broadcasting industry and it is felt that if an industry bill is introduced it will originate in that body. Former Rep. Evan Howell (R-Ill.), who received a judgeship this year, had headed a radio subcommittee which urged broadcasters to back better legislation if they didn't like the White Bill, and at least one other member of the subcommittee has said that the group will pick up where Mr. Howell left off.

Lemke Bill

Several other bills were presented to committee during the first half of the regular session, but none has been considered as yet. One of these is a bill by Rep. William Lemke (R-N.D.) to return FM to the 50-mc band. No hearings were held on this because members of the FCC who were needed as witnesses had to be at the Atlantic City International Radio Conference.

A hearing was held on a bill by Sen. Arthur Capper (R-Kan.) to ban advertising of liquor over the radio, but no action has been taken and none is likely. This legislation is pet of "drys" and has been repeatedly introduced since the 73rd Congress. The Commerce Committee also pigeonholed a bill by Rep. Joseph P. O'Hara (R-Minn.) which would assure a single time standard coast-to-coast.

Another bill which may meet a slow death is H.R. 1269, which would give performing artists a share in royalties from recordings. It reached a hearing, but has not been reported out. It has been sponsored for some 11 years by the National Assn. of Performing Artists.

One bill passed by the House (H.R. 2984) would sharply restrict construction of radio and video antennas in the District of Columbia. Its fate in the Senate is awaited, for it will serve as a precedent in other cities and affect the development of urban television.

Meanwhile, angry Congressional voices were condemning James C. Petrillo's latest action in banning the manufacture of records after Dec. 31 and there was the promise of new legislation to curb Mr. Petrillo's power.

Rep. Edward J. Devitt (R-Minn.) blasted Mr. Petrillo and said that he intended to sponsor legislation at this session to "terminate Caesarism in the musical arts."

Rep. Fred A. Hartley (R-N.J.), co-author of the Taft-Hartley Labor Bill, followed suit and said that he would seek new legislation at the next session of Congress.

21 GRANTS FOR FM MADE BY COMMISSION

CONDITIONAL grants for two new FM stations, one Class A and a Class B, were authorized last week by FCC to permittees of existing AM stations. Construction permits also were issued for two Class A and four Class B FM outlets while CPs in lieu of previous conditions were assigned to one Class A and 12 Class B outlets.

WLOX Broadcasting Co., Biloxi, Miss., permittee of WLOX that city, was given a conditional grant for a Class A station, subject to further review and approval of engineering details. Channel 257, 99.3 mc, was proposed to be assigned. Comr. Clifford J. Durr voted for hearing.

The conditional Class B grant went to WEXT Inc., permittee of AM station WEXT Milwaukee. Channel 251, 98.1 mc, was proposed.

The following were authorized CPs; conditions (Power given is effective radiated power, antenna height is above average terrain):

KTRB Bcstg. Co. Inc., Modesto, Calif.—Class B, Channel 281, 104.1 mc, 34 kw, 280 ft.

WSIC-FM Statesville, N. C.—Class B, Channel 289, 105.7 mc, 2.4 kw, 335 ft.

WERC-FM Erie, Pa.—Class B, Channel 260, 99.9 mc, 20 kw, 394 ft.

KWKC Abilene, Tex.—Class A, Channel 252, 98.3 mc, 320 w, 250 ft.

KVKO Harlingen, Tex.—Class A, Channel 252, 98.3 mc, 1 kw, 230 ft.

WRMV Richmond, Va.—Class B, Channel 295, 106.9 mc, 15.5 kw, 540 ft.

The following were authorized CPs in lieu of previous conditions:

KVOE-FM Santa Ana, Calif.—Class A, 96.7 mc, Channel 244, 1 kw, 160 ft.

KYOS-FM Merced, Calif.—Class B, 97.5 mc, Channel 248, 8.3 kw, 200,ft.

WTUX-FM Wilmington, Del.—Class B, 107.3 mc, Channel 297, 16 kw, 380 ft.

WBCM-FM Bay City, Mich.—Class B, 96.1 mc, Channel 241, 32 kw, 420 ft.

WTNY Troy, N. Y.—Class B, 92.3 mc, Channel 222, 5.4 kw, 840 ft.

WHEF Rochester, N. Y.—Class B, 96.5 mc, Channel 243, 65 kw, 300 ft.

WEWS-FM Cleveland—Class B, 102.1 mc, Channel 271, 10.3 kw, 640 ft.

WMRN-FM Marion, Ohio—Class B, 106.9 mc, Channel 295, 2.3 kw, 315 ft.

WNIQ Uniontown, Pa.—Class B, 106.5 mc, Channel 293, 2.2 kw, 1120 ft.

WMOT Pittsburgh—Class B, 94.5 mc, Channel 233, 8.5 kw, 690 ft.

KQV-FM Pittsburgh—Class B, 98.1 mc, Channel 251, 20 kw, 475 ft.

WWOD-FM Lynchburg, Va.—Class B, 107.9 mc, Channel 300, 39 kw, 315 ft.

WRAI Wausau, Wis.—Class B, 97.9 mc, Channel 250, 76 kw, 650 ft.

At Deadline ...

TWO NEW AM STATIONS ARE AUTHORIZED BY FCC

GRANTS for new fulltime AM local at San Luis Obispo, Calif., and new share-time outlet at Wilmington, Del., announced by FCC Friday.

WRUF Gainesville, owned by U. of Florida, meanwhile won fulltime Class 2 status on KOA Denver's 1-B clear channel (850 kc) with grant for increase in operating time from limited to unlimited. WRUF operates with 5 kw, will use directional antenna at night.

San Luis Obispo grant went to San Luis Obispo Broadcasting Co. for 1340 kc with 250 w. Wilmington permit went to Wilmington Tri-State Broadcasting Co. for 1380 kc with 1 kw directionalized, sharing with noncommercial WAWZ Zarepath, N. J. WAWZ already shares with WBNX New York. Wilmington operation will not affect WBNX.

Ownership of grantees:

San Luis Obispo Broadcasting—James L. Harris, former ABC and NBC commentator, now with KOCS Ontario, Calif., and minority stockholder of KVVC Ventura (which he plans to sell), and S. H. Frowein, KVVC minority stockholder, own 30% each; Aram Samuel Regebian, formerly with KRKD Los Angeles and KVEC San Luis Obispo, and Emma Widman, owner of Ace Metal Products Co., Los Angeles, own 20% each.

Wilmington Tri-State Broadcasting—Frank S. Carrow, control manager of E. I. duPont de Nemours Office Bldg. Dept., president and 16 2-3%; George L. Sutherland, former manager of WILM Wilmington, vice president and 16 2-3%; George Harris, Bureau of Internal Revenue agent, treasurer and 8 1-3%; Paul R. Rinard, attorney, adjutant general of Delaware, 16 2-3% and secretary; Dr. Raymond A. Lynch, physician, 16 2-3%; James T. Houghton, sports promotion, 16 2-3%; Pearle K. Largent, 8 1-3%. Mr. Sutherland will manage station.

AM USE OF 540 kc ENDORSED

HEMISPHERIC agreement on International Telecommunications Conferences' addition of 540 kc to broadcast band appeared assured as Committee A of pre-NARBA engineering conference in Havana—named to make technical recommendations to plenary session—voted for change in NARBA treaty to show 540 as broadcast channel.

Havana meeting, which opened Nov. 1 to consider proposals for NARBA revisions, has completed "engineering-technical" phases of agenda and started on "engineering-policy" aspects, with third section, on miscellaneous matters, yet to come. U. S. delegates, who opposed discussion of FM on grounds it was outside scope of Havana meeting [BROADCASTING, Nov. 10], after contacting Washington agreed to later, informal discussion of subject. Conference expected to last two to four weeks longer.

LICENSE RENEWALS for six AM stations announced Friday by FCC. WBAT Marion, Ind. and WWOD Lynchburg, Va., renewed to Nov. 1, 1950, and KKIN Visalia, Calif., KTNM Tucumcari, N. M., KVFD Fort Dodge, Iowa, and WCTT Corbin, Ky., renewed to Aug. 1, 1950.

THREE Young & Rubicam personnel moves announced. They included Lindsay MacHarrie, producer of *We the People*, named supervisor of radio department for Young & Rubicam, New York; Lester Gottlieb, head of talent of radio department, given special assignment as editor-producer of show, and Theodore Adams, previously Mr. MacHarrie's assistant, named director of program.

ANALYSIS OF LETTERS ON CODE IS PRESENTED

ANALYSIS of 160 individual letters representing views of 400 stations showed majority of stations want Standards of Practice but most suggest one or more changes, NAB board was told Friday by Harold Fair, director of Program Dept.

Twenty-two letters came out flat for code with no changes; 11 wanted no code at all. Clarified language sought in news provision, with 22 stations, 5 associations, 1 network opposing ban on middle commercial in newscasts of 10 minutes.

Ban on dramatizing political issues opposed by 7 stations, 12 associations (100 stations), 3 major networks, with 15 stations, 2 associations and all major networks disagreeing with ban on dramatizing controversial issues, or desiring clarification.

On religious broadcasts, two points drew fire—ban on controversial material and ban on solicitation of funds. Disagreement noted on one or both by 24 stations, 9 associations, 1 major network, 1 regional network. Exception was taken to points in section on Business Not Acceptable by 23 stations, 7 associations.

Time limitation section drew main opposition, with 96 stations, 13 associations or groups, 2 major networks, 2 regional networks taking exception to portions of limits.

Double spotting ban also brought criticism, 41 stations, 7 associations and 2 major networks wanting some revision to permit service announcements such as time and weather.

Clarification asked on contest rules by 13 stations, 6 associations, 3 major networks, 1 regional network.

ANA last Monday had asked 3½ minutes commercial time for daytime programs. Previously AAAA had asked 3¼ minutes for daytime programs, along with exclusion of qualifying language in contest offers from commercial limit.

FRATERNITY FAVORS 'VOICE'

SIGMA DELTA CHI, professional journalistic fraternity, late Friday passed controversial resolution on press freedom, but with important revision favoring "Voice of America." Resolution said, in part, "under present world conditions we favor U. S. government operating international information service, which broadcasts via shortwave throughout world, maintains information library abroad, supplies background material to foreign newspapers and related activities, but we do not favor dissemination of daily news service to papers abroad by government." (See story page 106).

SINCE NBC Hollywood video station is not yet operating, network has consented to permit telecast of Rose Bowl game by DuMont's KTLA on New Years day. However network has arranged with Jerry Fairbanks Productions to film game to be aired in East.

PRUDENTIAL *Family Hour*, currently heard on CBS at 5-5:30 p.m. Sundays, may move into 6-6:30 p.m. period sometime in January. Latter time will be vacated by *Harriet and Ozzie* show which moves to Friday night [BROADCASTING, Nov. 10]. Benton & Bowles, agency for *Family Hour*, and CBS officials still contemplating move last Friday.

Closed Circuit

(Continued from page 4)

ard, which now has WEWS Cleveland; *St. Louis Post-Dispatch* (KSD-TV); *St. Paul Pioneer-Press* (WTCN-TV); *Baltimore Sun*, operating WMAR; *Washington Evening Star* (WMAL-TV); *Los Angeles Times* and *San Francisco Chronicle*.

SELECTION of Los Angeles as 1948 NAB Convention site was by default, New York and Chicago not being available in early spring. Board's convention planning committee may pick one site for following three years. Best bet: Chicago.

KNOTTY BMB problem considered by NAB finance committee complicated by Treasury insistence that BMB does not come under nonprofit classification and is being billed by Uncle Sam for sum in neighborhood of $200,000. Both Cooperative Analysis of Broadcasting and Advertising Research Foundation have been ruled nonprofit organizations, but Traffic Audit Bureau was not granted exemption. Word was given NAB board in session last weekend that Government is preparing to sue for amount allegedly due, and that BMB is retaining battery of lawyers to resist. Loss could play havoc with BMB's already clouded future.

ALTHOUGH BING CROSBY was quoted last week as willing to go live in event of Petrillo shutdown, move would present many obstacles. Cost would be prohibitive if present plan of time spotting across country is followed. Transcriptions now aired on 200 independents not part of ABC would be eliminated. Agency, Hutchins Adv., remaining silent, waiting for first Petrillo move.

AS YET UNHERALDED is proposition of U. S. Steel immediately to take over sponsorship of Theatre Guild's television series over NBC Television, following premiere Nov. 9 which was widely heralded as opening new era in live pickups (see story page 64). Guild rule is that five telecasts shall have been handled sustaining to test results, after which sponsorship will be entertained. U. S. Steel now sponsors Guild over ABC Sundays.

HOW SERIOUSLY Jimmy Petrillo regards his upcoming fight on radio and recordings is indicated in glittering array of top-flight legal talent retained since death few weeks ago of Joseph A. Padway. As of this writing, his new special counsel (aside from house counsel) include: Albert Woll, son of veteran AFL vice president and former U. S. attorney in Chicago; Dan Carmel, well-known Midwest attorney whose Washington associations are top; Milton Diamond, whose law firm formerly represented Decca and several of whose partners, including Franklin D. Roosevelt Jr., are active in labor affairs; and Gerhard Van Arkel, recently resigned general counsel of NLRB whose associate is Henry Kaiser, former partner of Padway. Thus far, Petrillo's adversaries, heading up under NAB, have retained no special counsel.

REPORTS that former FCC Chairman Charles R. Denny's new job as NBC vice president and general counsel is really to test and groom him for important RCA post were given support last week by his choice of FCC's David C. Adams, common carrier specialist, as his new assistant (story page 16).

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In four weeks, WLW reaches 81.2% of the 3¼ Million Radio Homes in this area . . .

MICH.
OHIO
W. VA.
VA.
INDIANA
KENTUCKY
ILL.

The total impact of The Nation's Station within the WLW Merchandise-Able Area — the exact over-all performance of WLW and leading competing stations — is now available through a special report of the Nielsen Radio Index, based on four measured weeks of listening in February and March, 1947.

As an actual or potential user of radio advertising, you should be vitally interested in these new coverage and circulation data. They provide an accurate picture of WLW's total coverage in terms of homes reached . . . intensity of coverage in terms of minutes listened . . . share of total listening within the area . . . the comparative performance of WLW and its leading competitors.

For example: during the four report weeks, WLW reached 81.2% of all radio homes in the area between 6 AM and midnight, as compared to 29.3% averaged by the next 15 leading stations. And among these homes reached by WLW, the number of minutes of listening during the average week was 550 for The Nation's Station, as compared to 233 minutes of listening per week averaged by the next 15 stations.

Even more remarkable, we believe, is the fact that WLW received one fifth — 19.3% — of all listening to all 175 stations heard within the area.

WLW Sales Offices in Cincinnati, New York or Chicago will be glad to show you this new NRI report. On the West Coast, contact the Keenan & Eickelberg office in Los Angeles or San Francisco.

1922 **WLW** 1947
25th Year

CROSLEY BROADCASTING CORPORATION